PART 1 OF TWO PARTS

Sales Management / THE MAGAZINE OF MARKETING

Make This Your 1958 New Year's Resolution:

"nuts to a business slowdown!"

1958 Will Be Another Record-Breaker
(Current softness notwithstanding)

Page 38

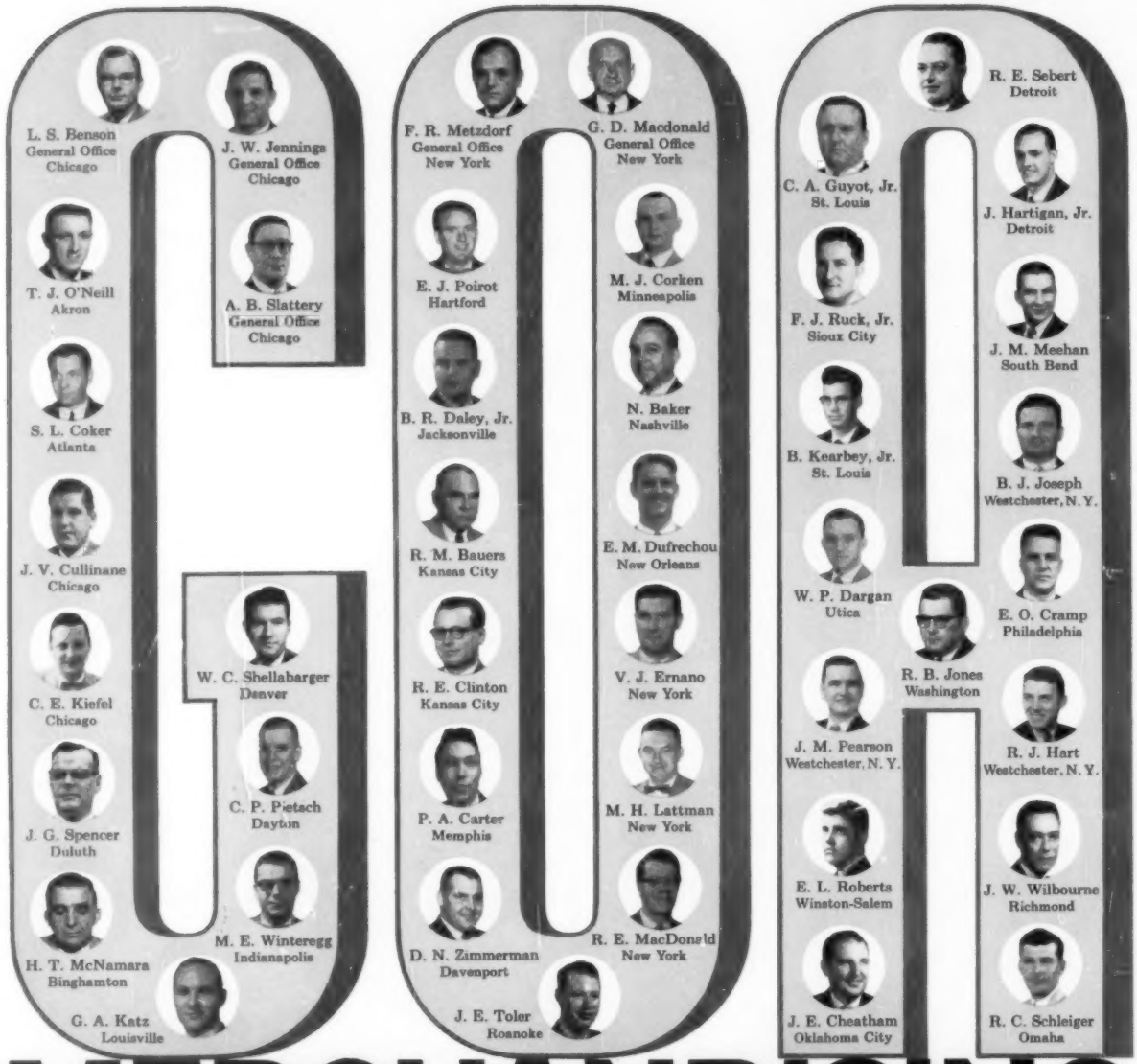
Top Advertisers Courting '60;
Spending Now to Mobilize Sales

Page 33

Significant Trends for 1958

Page 17

A BILL BROTHERS PUBLICATION JANUARY 3, 1958 FIFTY CENTS



GOA MERCHANDISING

Meet the members of the GOA Network of National Sales Representatives

These are the men who *sell*, *service* and *help merchandise* for you at the local level . . . the "SALES LEVEL."

Located in *every* branch of General Outdoor Advertising Company, these "Pros" add hundreds of hours to your own sales efforts, helping with your specific local merchandising objectives.

Go First Class . . . put this extra effort and unity into your Outdoor campaign.

Just call your General Outdoor Advertising Company office, or write to us in Chicago.



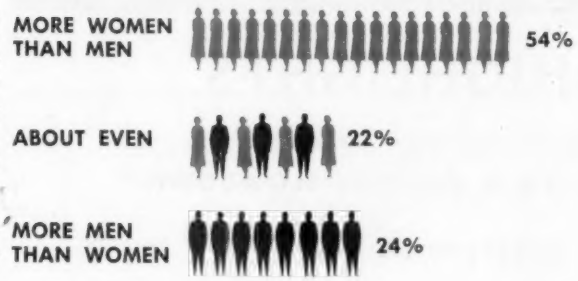
General Outdoor Advertising Co.

515 South Loomis Street, Chicago 7, Illinois

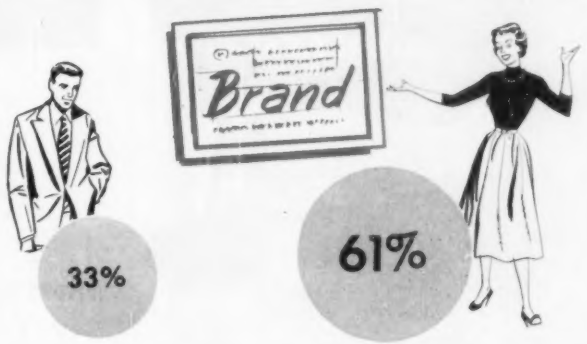
WOMEN AS CUSTOMERS FOR MEN'S FURNISHINGS

Here are some facts from the people who are in the best position to know. The data shown below are highlights from a recent survey of 1,983 men's furnishings buyers in department stores and men's specialty shops from coast to coast.

WHO SHOPS FOR MEN'S FURNISHINGS?



WHO ARE MORE BRAND CONSCIOUS?



HOW DO WOMEN BUY MEN'S FURNISHINGS?



a Marketing Service from

McCall's

the magazine of Togetherness

©1958 McCall Corp.

EXCLUSIVE PROMOTIONAL AID MOVES DISPLAYS!



. . . and other national manufacturers

Our job is **not** done when the display is finished. We actually help you build enthusiasm among your salesmen, distributors and dealers with powerful, attractive literature . . . to obtain maximum sell power from the displays for you! Write for details and samples on this exclusive DISPLAY SALES service.

* display sales

1637 Gest Street • Cincinnati 4, Ohio



HIGHLIGHTS

Make This Your 1958 New Year's Resolution:

"NUTS TO A BUSINESS SLOWDOWN!"

WHERE BUSINESS EXPECTS TO GO

Lawrence Hughes reports the predictions of 23 company presidents for business in 1958 . . . and a look farther ahead to 1960. "They aren't shooting higher than sputnik. But heads of more than a score of largest-advertiser companies agree they'll get more sales in 1958." **33**

1958 WILL BE ANOTHER RECORD BREAKER!

(Current softness notwithstanding). The Board of Analysts of Future Sales Ratings predicts a 2.7% increase in retail sales in 1958 over 1957. Peter B. B. Andrews says the sag now in some sectors of the economy is expected to veer into an uptrend in the spring, gaining momentum in the second half. **38**

HAVE TV WESTERNS SHOT THEIR GUNS?

Answer: No, if you ask sponsors, who are paying for almost 20 of them this season, and appear to be in a mood to buy a few more next season. What else do sponsors and networks think people will want to watch? Plans aren't firm yet, but there are trends. Here is an interim report on your '58-'59 TV plans. **60**

IT'S YOUR MONEY (THAT'S BEING WASTED)

This is the first time we have plugged an ad in this space—but when you read it you'll realize why we make an exception. Along with other Bill Brothers magazines, SALES MANAGEMENT has devised and is sponsoring a campaign to get quicker action on Hoover Commission recommendations. Won't you get behind it, too? **43**

TIME WAS OF THE ESSENCE

Hamilton Watch Co. sales were down. No one was sure what people wanted in watch styling. So, Hamilton's alert new management team began re-thinking the company's research, marketing, promotion ideas. Here's what's happening. **46**

Audit Bureau of Circulations · Associated Business Publications · National Business Publications · Magazine Publishers Association

SALES MANAGEMENT, with which is incorporated PROGRESS, is published the first and third Friday of every month, except in May, July, September and November when a third issue is published on the tenth of the month. Affiliated with Bill Brothers Publishing Corp. Entered as second class matter May 27, 1942, at the Post Office, East Stroudsburg, Pa., under the act of March 3, 1879. Publication (printing) offices, 34 North Crystal St., East Stroudsburg, Pa. Address mail to 386 Fourth Avenue, New York 16, N. Y. SALES MEETINGS, Part II of Sales Management, is issued six times a year—in January, March, May, July, September and November. Editorial and production offices: 1212 Chestnut Street, Philadelphia 7, Pa., WAlnut 3-1788; Philip Harrison, Publisher; Robert Letwin, Editor.

THE BRITISH ARE HERE

. . . but for several years Volkswagen, alone, has kept them in second place. Now, with General Motors acting as champion, British car manufacturers are preparing for the sales battle that 13 entrants hope will regain them collective first place. **76**

COMING: BIGGEST SALES MEETING EVER

Audiences of 100,000 salesmen and women are now planned for three sales meetings to be conducted via closed circuit TV in 58 U. S. and 4 Canadian cities March 4, 5 and 6. Topics to be covered in 1958 Tele-Sell: general selling, retail selling, and supervision. **58**

YOU HAPPILY LET WORK INTERRUPT YOUR VACATION

Your mind is never very far from business — when you are away on vacation. SALES MANAGEMENT's Sales Leadership Panel members report: "Our offices get in touch with us" (51% yes). "We get in touch with our offices" (48% yes). You candidly admit that you do not take enough vacation (64%) while other Panelists (36%) say they get sufficient vacation. **66**

CONTENTS

Advertising
Have TV Westerns Shot Their Guns? **60**

Leadership
Top Advertisers Courting '60; Spending Now to Mobilize Sales **33**
Sales Leadership Panel **66**

Market Development
The British Are Here . . . **76**

Markets
'58 Will Be Another Record-Breaker! **38**

Sales Contests
Hamilton: Time Was of the Essence **46**

Sales Training
Coming: Biggest Sales Meeting Ever **58**



You can reach U. S. Industry most economically thru THOMAS REGISTER

. . . the encyclopedic guide to supply sources that has furnished all industry with accurate where-to-buy information for over 50 years.

The 100% Buyership characteristic and the continuous flow to advertisers of top quality "Inquiries that Result in Sales" is not remotely approached by any other publication—11,859 Advertisers in 1957 Annual edition stand as proof of this statement.

In planning your appropriations, include low-cost product descriptive advertising in Thomas Register.

AUDITED PAID CIRCULATION ABC — *A Thomas Register representative will give you all the facts.* — BUSINESS PAPER LEADERSHIP ABP

Thomas Publishing Co.
461 Eighth Avenue • New York 1
Telephone: OXford 5-0500



Is it *edited* for sales.... ?

Norristown, Pa. *hasn't voted for outside* magazine, newspaper or t.v. as its favorite reading or looking. Neither has *any* community. But much advertising is scheduled as if it were so.

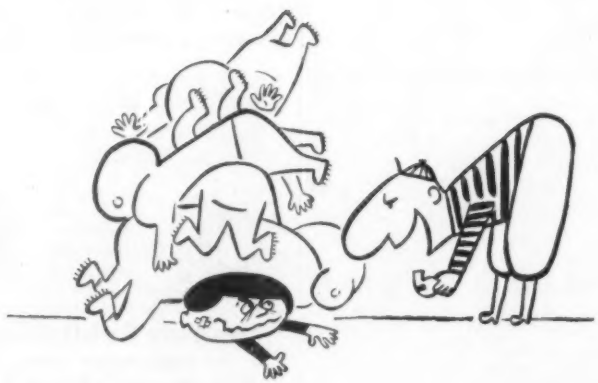
Thousands of tests still prove locally edited newspapers produce most of your dealers' sales of your products. In Norristown Pa. everybody reads the Times Herald, Montgomery County's No. 1 newspaper. Proven the best sales producer among Montgomery County's 463,000 people or 127,900 families.

Phone Philadelphia Market 7-2692 or Norristown, Pa. Broadway 2-2500 for details.

THE Times Herald

NORRISTOWN, PA.

National Representative: The Julius Mathews Special Agency



"This is *nothing* compared to the way MPA* covers buyers in the Heart of Industrial America."

**See SRDS or write:*
Midwest Purchasing Agent
Penton Bldg., Cleveland 13, O.

Sales Management

EXECUTIVE OFFICES, 386 Fourth Avenue
New York 16, N. Y. LExington 2-1760

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ADVERTISING SALES
For Offices and Personnel
See Advertisers' Index

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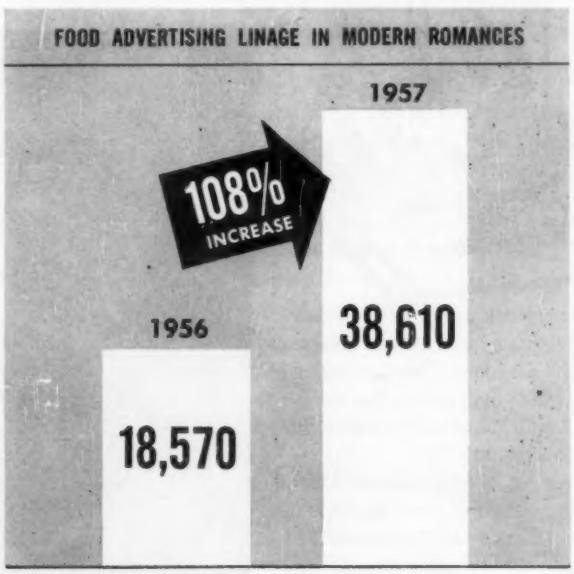
Copyright, Sales Management, Inc., 1958

More than twice as much food advertising in Modern Romances

In 1957, Modern Romances ran 108% more food advertising linage than in 1956. More and more leading food advertisers know that the *young* family market is their prime source of new customers. That's why manufacturers of food and home products are scheduling Modern Romances with ever-increasing frequency.

Modern Romances sells America's youngest married woman audience. It's read by young women, mostly in their early twenties, better than eight out of ten married, and with children in 75% of all Modern Romances homes. A recent authoritative survey by *Progressive Grocer* shows that young mothers buy 67% *more* groceries than other customers. And Modern Romances is the magazine that's read by young mothers.

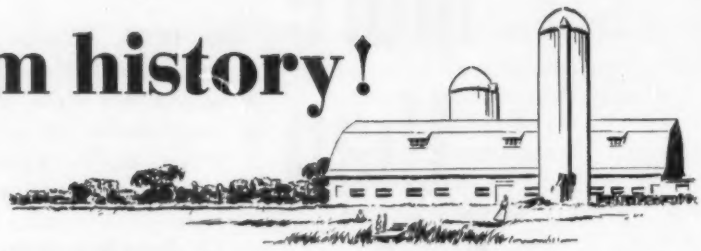
To sell foods, baby products, and just about everything else that's used in the home, advertise in Modern Romances. You'll be reaching new customers, better customers, and *young* customers who will buy your products today, and still be *your* customers ten, fifteen and twenty years from today!



. . . The Romance-Service Magazine that Sells America's Youngest Married Woman Audience

DELL PUBLISHING CO., INC., • 261 FIFTH AVENUE • NEW YORK 16, N. Y.

Hot tip from history!



Demosthenes and Cicero were important broadcasters in their day, without benefit of microphones or network. A long time after, an English historian made a significant comment.

When Cicero orated, his listeners remarked that he made a dandy speech. When Demosthenes spoke, he made the Athenians mad enough to fight Macedon.

Cicero got a terrific audience rating. Demosthenes got action!

What are advertisers buying these days? Isn't the real answer that old fashioned,



non-socio-psychological word—*Influence?*

An advertising medium is an influence—or it isn't a medium. How can you tell?

In behalf of SUCCESSFUL FARMING, a magazine with the modest circulation of 1,300,000, consider:

You raise pigs, and regularly lose one out of six baby pigs in every litter. SUCCESSFUL FARMING tells you how to save that sixth pig. Would SF have influence with you?

A farmer learns in SF about wide row corn planting, and grows corn in the same field every year instead of every other year. Does SF have influence with him?

SF shows a woman a kitchen centers plan—efficient, work saving, beautiful—installed piecemeal, as her budget permits. Does SF have influence with her?

Multiply these instances a few million times over fifty years, and you estimate SUCCESSFUL FARMING Influence . . . in the barns, fields, houses, and the bank accounts of a million or more US farms.

SF helps the country's best farmers make their jobs easier, prevent losses, increase production, earn more, and helps their families live better. So they read it, believe it, follow it, rely on it, refer to issues for years.

They show SF editors farms, records, and bank books. They drive hundreds of miles to see an SF sponsored demonstration. They swarm into stores with SF promotions, and send sales skyrocketing. And they never forget favors received!



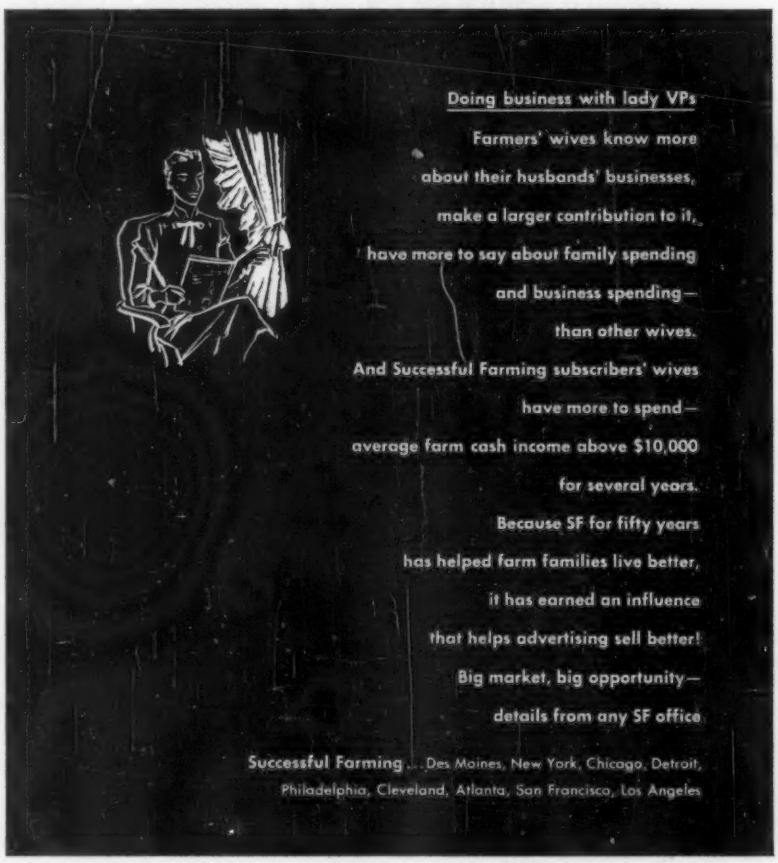
Is it any wonder that advertising in SF gets better reception, and better response?

In addition to Influence, SUCCESSFUL FARMING has an audience that's blue chip—average cash income from farming above $10,000 for years; a $12 billion market, equivalent to another national suburbia!

SUCCESSFUL FARMING also delivers pressure on an important segment of the national market where general media run light, balances national schedules.

Call any SF office to learn the facts.

Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans.



Why We Say "Nuts"

If your company has laid off a substantial number of workers in your factories . . .

If you fear that your firm will have to furlough some of your workers . . .

If you have good customers and prospects, and many of them probably are friends, who have had to cut back on work . . .

You are not likely to be in a mood to sound preachy.

Nevertheless, you pride yourself on being a realist. You are old enough to remember the 1929-born depression. So you understand why some people plunge into depression talk when business falls off—as it is doing now—from the peak of a 17-year boom. Because you are a realist you know we don't have to have a depression.

We don't know of anyone who would not like to buy a 1958 automobile . . . if he is still driving a 1955. We can't imagine that people have lost the desire to give their children a better life than they, themselves, had in their youth. Just as soon as sputnik went up it became obvious that Americans have not lost their pride, and that a defeat stings.

Prosperity is not guaranteed alike to the imaginative and the dull.

In this issue we present two special articles (pages 33 and 38) as a guide for your '58 operations. We agree with you that business is off, but we report that business is making big plans now to be bigger in the '60s. And we predict that '58 will top '57 in overall sales. So we suggest that you make this your 1958 New Year's resolution: "Nuts to a Business Slowdown!"

Return of the Peanut Politician

Clare Boothe Luce finds it no trouble at all to stir up in people the same kind of love and hate that Franklin D. Roosevelt generated throughout his four presidential terms. Now she has done it again by advocating:

1. That the Tariff Commission be dissolved.

2. That the Trade Agreements Extension Act of 1958 be passed in this Congress.

3. That we forget "Buy America."

4. That escape clauses be done away with. The uncertainty they create defeats the very purpose of our agreements.

5. That we make GATT even more effective by joining the Organization for Trade Cooperation.

"In short," declares Mrs. Luce, "let us give some concrete and dynamic evidence of our will to achieve, in conjunction with our allies, economic strength and well-being for all of us."

Mrs. Luce makes a strong argument for American manufacturers to take the world view, rather than merely the U. S., or their own individual industry, view. But she is fully aware that the cry will

DO YOU FACE ANY OF THESE PRODUCT PROMOTION PROBLEMS THIS YEAR?

1. To find new markets...

Industrial Equipment News will take your product story to the largest plants in all manufacturing industries, many now developing NEW products, resulting in NEW markets for you.

2. To find markets now active...

With its ALL-industry coverage, Industrial Equipment News will insure that your product story reaches your present markets now active.

3. To increase coverage and response from the same or fewer ad dollars...

Industrial Equipment News will add 70,000 product selectors in the 40,000 top establishments who are looking for products like yours...when they are looking...resulting in IENquiries specifying kind, degree and immediacy of interest ...all for only $165 to $175 a month...a per thousand rate up only 4 cents in 25 years and down 18 cents since 1955.

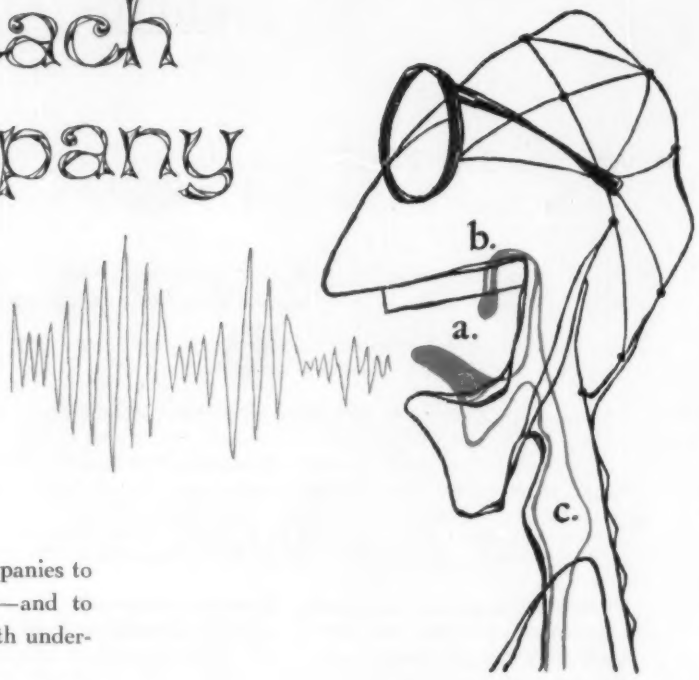
Details? Write for
IEN's NEW "IEN PLAN"
and
NEW MEDIA DATA FILE FOLDER



PRODUCT INFORMATION HEADQUARTERS
Thomas Publishing Company

...Affiliated with Thomas Register
...461 Eighth Avenue, New York 1, N.Y.

How to teach your company to speak clearly



There has always been a real need for companies to tell people about themselves *as companies*—and to speak clearly, in such a manner as to be both understood and believed.

But that need has never been greater than it is now, and it is growing. Changing markets, new markets, shifting populations and income levels, diversification of companies, increasing shortages of skilled workers, technicians, and professional people, the increasing need for new risk capital—all of these factors, and more—make it increasingly important for companies to sell not only their products, but *themselves*. Future growth, sales, and profits will depend to a large degree on how well this job is done.

Unfortunately, too many companies are not doing it too well. They are not speaking clearly about themselves. Sometimes they are not speaking to the right people about the right things. Sometimes they run corporate advertising mainly because they have a feeling that it is the "right thing" for a sizable, dignified company to do.

When companies do not speak clearly about themselves it is usually because they have not *thought* clearly—about *what* to say, to *whom*, and *why*.

In view of your corporate ambitions, what specific impressions do you want to create on present and potential customers, markets, shareholders, employees, plant communities, distributors and dealers, suppliers, government officials, financial people? What do you want each of these "publics" to believe about you? Those are your corporate advertising objectives, and they should be just as clearly defined as the objectives of your product advertising.

Only after you have done the necessary corporate soul searching to know clearly what you want to say, and why, can you begin to determine the most effective way to say it. Only then can your company begin to speak clearly, and believably, about itself. And that is important, for it is what you cause people to believe about you *today* that determines your degree of success *tomorrow*.

We believe, and so do many of our clients, that corporate advertising—approached with sound marketing logic—is just as profitable as good product advertising. It is, in literal fact, a very practical form of insurance for future growth. We'd be happy to document that statement for you.

Marsteller, Rickard, Gebhardt and Reed, Inc.

ADVERTISING

NEW YORK • PITTSBURGH • CHICAGO • HOUSTON

AFFILIATES

PUBLIC RELATIONS • BURSON-MARSTELLER ASSOCIATES, INC.

MARKETING COUNSEL • MARSTELLER RESEARCH, INC.

be louder in the current Congress than in many years to raise tariffs to shut out or to slow down "foreign imports." In the past four years, Senators and Congressmen from the Southern states have, surprisingly to many in the North, voted against the century-long tradition of free trade. Reason: The South now has many of the kinds of industries heretofore located exclusively in the North, and which, historically, have sought tariff protection. So, do not be surprised if advocates of free trade, or at least of current or lower tariffs, revive the derisive term "peanut politician."

Soon after Mrs. Luce squeaked into Congress as a Republican in 1942 with 46.5% of the vote in a three-way race with a Democrat and a strong Socialist, she asked the then Secretary of State, Cordell Hull, "How long can we afford such peanut politicians?" Secretary Hull replied, "Do you know the origin of the term peanut politician?" Mrs. Luce, in her speech on Dec. 10, accepting the Cordell Hull Award for Leadership in Building U. S. Foreign Economic Policy, described the Secretary of State's explanation.

"In Hull's heyday in Congress there were two Southern states that were big producers of *peanuts*. At that hour in history, the South was liberal in its trade views. They were 'free traders.' Most of the representatives and senators of these states prided themselves on their 'international vision' and 'statesmanship' in their arguments for abolition of the tariff walls being raised by the industrial North. And then, one day, a bill was introduced by a vengeful and irate Northerner to abolish the tariff on peanuts imported from the Far East. 'That day,' said Mr. Hull sadly, 'every man of vision became a politician, and when the bill came to the floor, God Almighty Himself could not have gotten an anti-peanut-tariff vote in these two states. The phrase 'peanut politician' was fastened on all the representatives of the growers, and has since come to mean any politician who abandons a position for the common good, to hold a position dictated by small local needs and small private ambitions.'

"Then, speaking to me about the Reciprocal Trade Agreements, the Secretary said, 'There's a peanut politician in the breast of every man — and it generally takes the ascendency when his particular brand of peanuts is being roasted in the tariff bill.'"

Prediction: During the next session of Congress, there will be considerable discussion of peanut politicians. These politicians will be Senators and Congressmen who are doing their best to further what they believe to be the interests of the people whom they represent. But they will also have to face up to the conclusion voiced by Mrs. Luce that "if the U. S. is going to court friends effectively, it will not only have to catch up in guided missiles, but re-examine the appeal of its economic policies, especially in the field of trade."

Has This Wife Business Gone Too Far?

"The salesman's wife wants the most out of him as a husband," pointed out C. R. Maloney, western division manager, Cooper Tire and Rubber Co., in a talk before the American Management Association, "and the boss wants the most out of him as a producer. A man who isn't producing is unhappy either at home or at the office and the boss can work it out by teamwork with the wife. The wife can better understand her husband after she has talked to the boss."

We have no quarrel with Mr. Maloney because any number of people have come to essentially the same conclusion. Perhaps some of you are undecided as to whether or not a corporation really should plunge into a salesman's relationship with his wife. If you are uncertain, you might like to obtain the views of your fellow sales executives. Would you like us to query the *Sales Management Sales Leadership* Panel on whether it is a sound idea to poke into a salesman's family life?

37%
of the heads of
Elks Magazine households surveyed are officials or proprietors of business.

In this classification, **THE ELKS MAGAZINE** is far ahead of all other magazines surveyed. **Elks** median income is **$6,636**—a figure surpassed by only three other magazines appearing in the Report. No wonder **Elks** are rated tops in car ownership and in ownership of most other items included in the Starch Survey. You can sell this market of 1,204,000 **Elks** through advertising in **THE ELKS MAGAZINE.**

THE Elks MAGAZINE
New York Los Angeles
Portland, Ore. Chicago


HAMKE
MOTOR BOATING
SHOW
1958
Cruising
Sailing
Outboarding
50th ANNIVERSARY

HEARST GIVES YOU THE KEY TO

His world afloat

Put a man at the helm of his boat, and you make him king of his own particular kingdom. He may be a doctor, clerk, or business man in working hours. But here afloat, he is monarch of all he surveys.

How do you get to that man—and his family? Through a mass-medium of general information? Through a message broadcast to as many people as can possibly be reached?

There is a *better* way to reach him—through a magazine dedicated to his personal interest, speaking *his* language, and edited, not from behind a desk but from the helm of a cruiser, runabout or sailboat.

Editorial insight turns the key

Right now, American families are taking to the water—by the hundreds, thousands, millions. And Hearst editors are there before them—writing, absorbing, and observing—and charting for readers a magazine that reflects *their own* experience on the water.

But *Motor Boating* is only one of the Hearst Key magazines. We call them key magazines because each is keyed to the particular interests of a widespread group of interested Americans.

Each of these Hearst key magazines is dedicated to those interests – whether they are fashion, home-making, sports, society or hobbies. And as a result each fits its audience as a key fits its lock. Each is edited with an insight that unlocks the door to reader interests and response.

Key men – Key markets

Hearst representatives are key men in the publication field—because they speak for particular groups of people, with an understanding of their needs and interests.

As counselors on every phase of selling, they talk of markets in terms of people—and *intensity of interest* as the key to circulation.

So that Hearst advertising is keyed advertising—keyed to the special interests of individual people. If you want to be "at home" with these people, let Hearst editorial insight be the key that lets you in.



HEARST MAGAZINES

10 keys to the special interests of 10 groups of people



Mag'net·ism

Dictionaries define it as "power to attract; power to gain the affections." AND KOA-RADIO HAS IT! The programming and personality magnetism that dominates the entire Western Market!

Cov'er·age — KOA-RADIO reaches —and sells— 4 million Westerners in 12 states, PLUS the summer BONUS audience of over 12½ million tourists!

Ra'dio — means KOA-RADIO — the only station you need to sell the entire Western Market!

Represented by Henry I. Christal Co., Inc.



KOA DENVER Radio

One of America's great radio stations

850 Kc • 50,000 WATTS CBS

TRANSFER COMING UP?



Let

NATIONAL VAN LINES, Inc.

move you

ANYWHERE IN THE U.S.A.
ANYWHERE IN THE WORLD

If you're an employee with a promotion in your pocket and headed for a new home, trust National to pamper your goods, make the move worry-free!

If you're an executive in charge of moving personnel, exhibits, business equipment, let National take over for you and do the job safely, economically.

National offers direct "one van" service to all 48 states; world-wide plane or "Ocean-Van" service.

For full details, contact your local NVL agent or Mark Egan, General Sales Manager, National Van Lines, Inc., National Plaza, Broadview, Illinois.

NATION WIDE NATIONAL VAN LINES

AMERICA'S PIONEER NATIONWIDE MOVING COMPANY

CORPORATE CLOSE-UP

Outboard's Louder Noise in the Woodlot

In these days, a price reduction is news. Outboard Marine Corp. (Waukegan, Ill.) made this news last month by keeping a promise. When OMC, the world's largest producer of outboard motors, acquired Industrial Engineering Ltd., Vancouver, B.C., Canada's largest chain saw producer, it promised the saws would be more competitively priced when production and merchandising had been perfected to satisfaction. These functions were then altered to follow the successful formula used in selling outboards.

The result: a 16% retail price reduction on the entire Pioneer gasoline powered chain saw line. Pioneer saws are sold factory direct to more than 1,000 dealers throughout the U.S. and their sales are making more noise in the lumber industry and farmers' woodlots.

Those 1,000 Pioneer dealers are just a small part though of the 33,000 dealers selling OMC products throughout the world. Seventeen thousand dealers offer the three OMC produced outboards; Johnson, Evinrude and Buccaneer (10,000 U.S. dealers 7,000 in other countries). OMC's Lawn Boy power mower is sold through 12,000 U.S. dealers and 3,000 dealers in Canada.

These products and dealers brought OMC its eighth consecutive sales record in fiscal 1957 with consolidated net sales of over $150 million; more than $28 million above last year's total. In five years, OMC's sales have increased over $100 million; 1952 total was $42,911,043.

This growth momentum has even brought surprise to the man responsible for OMC's organization: 73-year old Stephen F. Briggs, now Chairman of the Board. In 1929, he merged Evinrude Motors, in which he had a major interest, with ELTO to form Outboard Motors Corp. Evinrude had been started by Ole Evinrude (whose son Ralph is now vice chairman of OMC) around 1910 when he invented an outboard motor. He sold out in 1913 but in 1921 went back into business with the smaller, lighter ELTO motor. His new motor was soon outselling the product of the company which bore the Evinrude name. So in 1929, Briggs brought about the merger.

In 1936, Briggs wanted to buy Johnson Motors. Hayden, Stone & Co., financiers, had taken over the firm and Briggs moved fast. He visited the ailing Charles Hayden at the St. Regis Hotel in New York. But after presenting his case he was told: "I've already sold it to Stewart-Warner. It's sold and it's not sold. I haven't accepted their offer. They want to give me treasury stock which cannot be traded. I've given them until tomorrow morning to get an answer from their board to give me trading stock. If they don't, I'll sell it to you. Will you give me $10.35 a share?"

Briggs said he would and when he returned the next day, Hayden said: "It's yours. Stewart-Warner didn't come through."

This merger made the newly named Outboard Marine and Manufacturing Co. the world's largest producer of outboard motors. Johnson and Evinrude, two of the biggest names in the industry, were still competing with each other but now for the same parent company. Today the motors are still big competitors with separate sales structures for each. For some time these motors were sold only to dealers handling no competing models. But in 1951 the FTC brought litigation against the company to halt the practice. The case was closed in 1956 and since then the company has complied; still adding to its industry lead.

Experience Speaks

"Trade and industrial publications play a very important part in our advertising plans. In fact they represent our major effort."



JEROME M. SCHLAKMAN
Advertising Director
AMERICAN BILTRITE RUBBER COMPANY, INC.
CHELSEA, MASS.

During World War II, Jerome M. Schlakman interrupted his studies at the University of Pennsylvania long enough to serve in the E.T.O. as a sergeant of field artillery. After the war he returned to his native Philadelphia and his alma mater. Graduating from the Wharton School in 1947, he joined the merchandising staff of a nationally known department store. A year later he moved to American Biltrite as assistant to the sales manager. In time he became assistant advertising manager there and then advertising manager of the company's Amtico Flooring Division. Four years ago he was named to his present position, with full responsibility for the advertising, sales promotion, and public relations activities of the company and its many subsidiaries. Recently we had the opportunity to talk with Jerry Schlakman about the important role of trade and industrial publications in his diversified advertising programs. For the highlights of our discussion with this interesting young advertising executive, please turn the page.

Experience Speaks

"The advertiser who puts genuine thought and effort into



Q Your organization is currently celebrating its Golden Anniversary, isn't it?

A That is correct. American Biltrite was founded in 1908 in Trenton, N.J., then the rubber manufacturing capital of the world.

Q And certainly you have enjoyed dynamic growth and expansion during the past 50 years. Just what is your position today?

A With an annual sales volume exceeding $60,000,000, the company has become the world's largest manufacturer of shoe soling material and vinyl and rubber floorings. We have extensive plants at five locations in the United States and Canada and employ more than 5000 skilled workers. We process well over 100,000 tons of materials annually.

Q Just how are your various products marketed?

A The answer to that question can become a bit involved; so I'll only attempt to generalize and consider our products made in this country. Our complete line of Biltrite rubber heels and soling materials, manufactured especially for the shoe rebuilding trade, is sold through more than 500 wholesalers to over 30,000 shoe rebuilders across the country. Our soling materials and rubber heels for new shoes are sold directly to the shoe manufacturer. Our Biltrite specialty products —vinyl and rubber garden hose, flexible sprinklers, sponge rubber, etc.—are sold through a large staff of sales representatives to the various hardware outlets, department stores, chain and supermarkets. Our flooring materials, under the Amtico brand, are sold through more than 100 distributors and 25,000 floor covering dealers from coast to coast.

Q How about your industrial rubber products?

A They are manufactured by our Boston Woven Hose and Rubber Division, which is the newest member of the American Biltrite family. Boston's heavy mechanical products are marketed through more than 5000 accounts, which include over 400 franchised industrial and mill supply houses. Boston's consumer products are sold primarily through industrial distributors, hardware, automotive, electrical and floor covering wholesalers. Many of the country's largest manufacturers use Boston products as original equipment, and virtually every industry uses Boston products.

Q What do you consider to be some of Biltrite's advertising highlights?

A The answer to that comes to mind immediately. The Biltrite name gained national prominence several years ago when we retained the services of Gino Prato, the New York shoe rebuilder who had won overnight fame on the $64,000 Question television program. Prato, as the company's good will ambassador to the shoe rebuilding trade, has been a huge success. His association with us has done an excellent job for all American Biltrite products. And he has become the principal theme for all our shoe rebuilder trade advertising.

Q How important is the trade and industrial press to your overall advertising program?

A Trade and industrial publications play a very important part in our advertising plans. In fact they represent our major effort. We use about 50 such publications—all the leading magazines in the various fields in which we have an interest and a market.

Q Are these publications important to all your product lines?

A Yes indeed. You'll find that our trade and industrial programs are just about as complete as they can be in every category.

Q What are your views on the subject of frequency?

A We certainly believe in reasonable frequency. In fact it is our policy not to go into a publication unless we are prepared to sustain a schedule. In monthlies, for example, we consider a 6-time schedule the minimum. In a semi-monthly, we want our advertising to appear at least 13 times.

Q Are you concerned about the duplication from using more than one publication in an industry?

A Not in the slightest. Duplication is nothing more than repetition. If our advertising is seen in two different publications, it simply means that the reader has been exposed to our message twice instead of once and is twice as likely to be aware of us.

Q What basic objectives have you set for your space advertising?

A Primarily we try to gain acceptance rather than demand for our various products. This of course is due to the very nature of most of our products—only in a few instances do we sell direct to the end user. For example it would be difficult indeed, and expensive, to educate the man on the street to ask for Biltrite rubber heels or Biltrite Nuron soles. Our job, as we see it, is to make the end user sufficiently aware of these products to be willing to accept them when suggested by the shoe rebuilder. Meantime we really concentrate on the job of making our immediate customers fully conscious of the quality, availability and acceptance of our products, and thus willing to recommend them to their own customers.

trade and industrial advertisements gets today's best buy"

Q When you say "immediate customer" do you mean the shoe rebuilder or the retailer who stocks one or more of your products for resale?

A Yes. You see, in one case our "immediate customer" is apt to be a manufacturer who uses an American Biltrite product as a component in assembling his own product and in another a merchant who handles our brand name products.



"I feel that trade magazines are the greatest single source of information and help available to a man to assist in his business life."

Q Have you established any one copy or layout treatment as the best?

A Not necessarily. But we do lean toward the billboard technique. We like our advertisements to have good, hard-selling headlines, arresting illustrations that help convey the message and copy which, assuming we have aroused sufficient interest, will convey more specific information to the reader.

Q Do you use color in your trade advertisements?

A We frequently do. As I have already said, trade advertising is the very foundation of our over-all program, and for this reason we always put our very best efforts behind it. We want our audiences to readily recall American Biltrite advertising, regardless of the job our competitors do and regardless of the media they use. In other words, we prepare our trade advertisements with the same skill and care that many organizations reserve for their corporate or national consumer campaigns. And, I'm happy to say, we find every evidence that this practice pays us dividends.

Q Of what value is a trade publication to its readers?

A In the world in which we live, a man's primary problem and concern are his livelihood. I feel that trade magazines are the greatest single source of information and help available to a man to assist in his business life.

Q Do you feel that trade publication advertisements are as important as the editorial content?

A Yes I do. In fact I think that there is a very important newsworthiness in advertisements. Many of the newest products and developments are reported on the advertising pages even before they are treated editorially.

Q Do you have anything to say in conclusion about the value of trade and industrial publications?

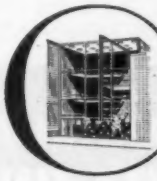
A I would like to reiterate this one point. Advertising, regardless of the media in which it appears, creates a corporate image of its organization. Just as we like our salesmen to make favorable impressions on every call, we like our advertising to be spick-and-span—prepared to the very best of our ability. The advertiser who puts genuine thought and effort into trade and industrial advertisements gets today's best buy.



"... we prepare our trade advertisements with the same skill and care that many organizations reserve for their corporate or national consumer campaigns."

Trade and industrial magazines are the all-important link between you and the buying influences you want to reach. They provide the means for reaching your customers and prospects on common ground—at a time when they are most receptive to your sales messages. In this respect, they fill a role unduplicated by any other known selling force.

Chilton, one of the most diversified publishers of trade and industrial publications in the country—has the resources and experience needed to make each of 16 magazines outstanding in its field. Each covers its particular field with an editorial excellence and strict control of circulation that assure confidence on the part of both readers and advertisers. With such acceptance goes proportionate selling power.

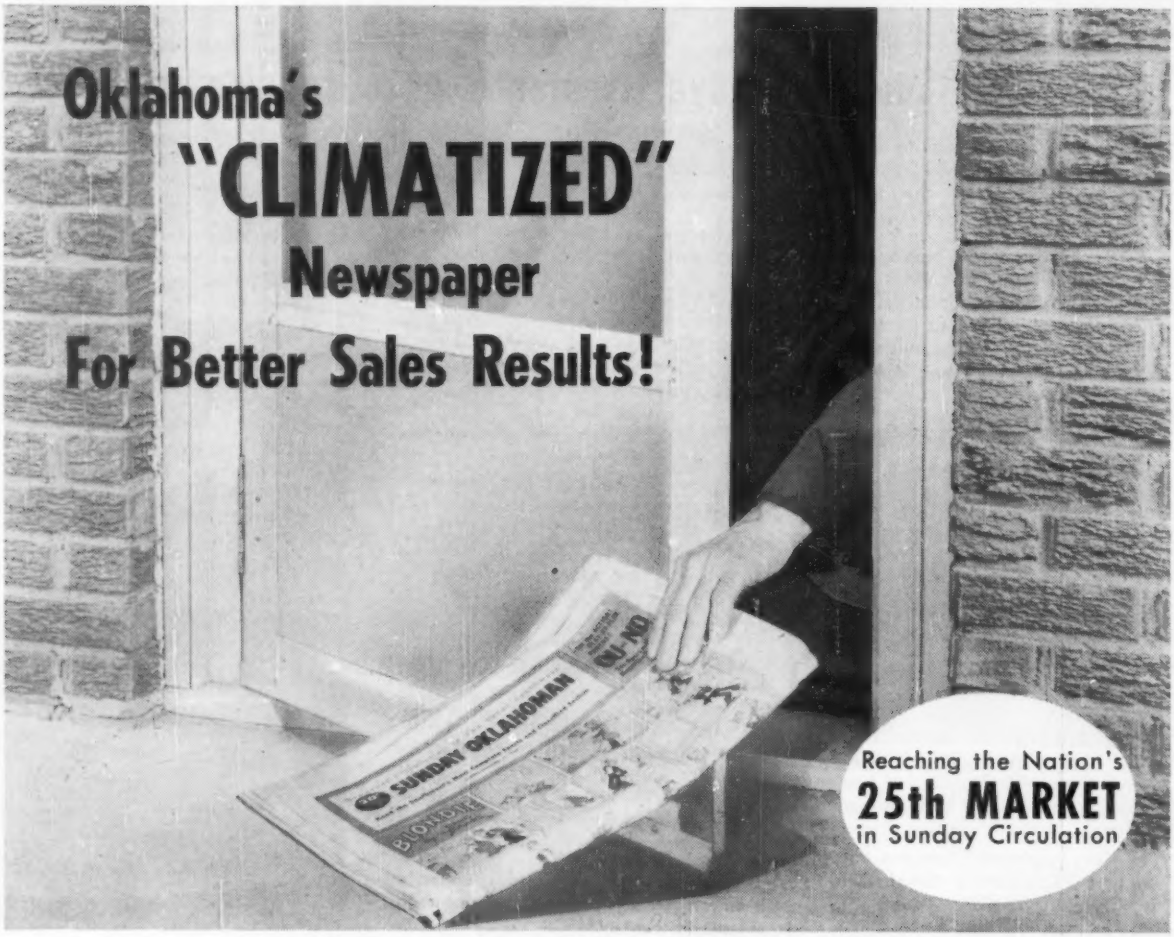


Chilton

COMPANY

Chestnut and 56th Streets • Philadelphia 39, Pennsylvania

Publishers of: Department Store Economist • The Iron Age • Hardware Age • The Spectator • Automotive Industries • Boot and Shoe Recorder Commercial Car Journal • Butane-Propane News • Electronic Industries • Jewelers' Circular-Keystone • Motor Age • Gas • Optical Journal & Review of Optometry • Hardware World • Distribution Age • Aircraft and Missiles Manufacturing • Business, Technical and Educational Books





A full size supplement, with color, devoted exclusively to home planning and decoration, construction, real estate, gardening and home furnishings—*CLIMATIZED* for advertising in those lines. Reaches a metropolitan market where 4 out of 5 families own their own homes.



A tabloid pullout section *CLIMATIZED* for advertising electronic products . . . exclusively for news and features of TV and radio programming and sets, record players, hifi sets and recordings. The only program guide carrying full weekly programs of all 14 TV stations seen in Oklahoma!

This "Climatized" newspaper puts your advertising in the best climate for maximum sales results by putting it where editorial appeal heightens interest of prospects for your product.

The Sunday Oklahoman is "Climatized" with a variety of climates, only two of which are shown here. Among the other climates are its Women's Section, theater and amusements supplement, Sunday Magazine, sports section, classified section, in addition to world, national and local news.

The Sunday Oklahoman covers a growing market—the nation's 25th in Sunday Circulation—reaching 9 out of 10 homes in Oklahoma City, plus 3 out of 4 urban homes within an average radius of 100 miles. Put your advertising in the "Climatized" Sunday Oklahoman and watch it get results!

THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

published by The Oklahoma Publishing Co.
represented by The Katz Agency

SIGNIFICANT TRENDS

Marketing News as Viewed by the Editors

WHAT KIND OF YEAR WILL IT BE? There's no use kidding ourselves, 1958 will be a different kind of year than any we've experienced in the recent past. Current industrial and financial indicators quite clearly show the weaknesses of our economic ectoplasm. We've got soft spots, fewer hard spots and lots of in-between spots. The marketing outlook varies without apparent pattern from industry to industry and trusted statistics seem to contradict each other in certain areas.

Nevertheless, looking at the overall picture and making allowance for some dark corners, we thumb our editorial nose at all gloom peddlers and resolve that our philosophy for the new year will be: **"Nuts to a business slowdown!"**

In other parts of this issue you will find detailed reports on the economic forecasts for 1958. But, there's more to the story than can be told by figures and charts—or even by nose-thumbing. There's the important question of what effect the economic climate will have on **your** daily operations. In other words, what kind of year will it be **for you?**

It will be a year of marketing ingenuity. Your competitor is going to show himself to be a little smarter than you figured. You, in turn, will have to show a more creative approach to selling than you have in the past. It will be a year in which innovations, imagination and intelligent anticipation of trends will pay off. It will be a period in which ingenuity is the order of the day and ordinary methods will fail at getting consumer attention.

It will be a year for courage. You are going to face the very real threats of lower profit margins, increased competition. To combat these, and to get your share of the record amount of dollars that consumers are prepared to spend in 1958, you are going to have to take some chances in the market place with new products, new packaging, new hard-sell promotion, new breaking-with-tradition marketing techniques. Perhaps your neck will be out more often than it has been in the past, but the challenge of 1958 demands it.

It will be a year for market research. While it will be necessary for you to take chances in 1958, you will want to minimize the dangers as much as possible. Hence, you'll lean heavily on market and product studies. You'll seek outside counsel for advice on proposed sales strategies. Your approach to selling will become more scientific, more professional. You'll want all the help you can get for "outguessing" your competition, your markets, the trend of the economy. This "guessing" is more likely to be done with an adding machine than with an ouija board.

It will be a year of assertion. As a sales executive, you will find yourself taking a more positive, a more vocal stand on overall company policy. You'll probably find it necessary to fight suggested budget cuts, to argue for new product innovations, to point up the need for sales considerations to guide company planning. It will be a big selling job for you to convince the board of directors to perhaps reduce the dividend and increase the sales appropriation. If you fail to assert yourself on such matters, you will find it all but impossible to turn in a good sales performance for 1958.

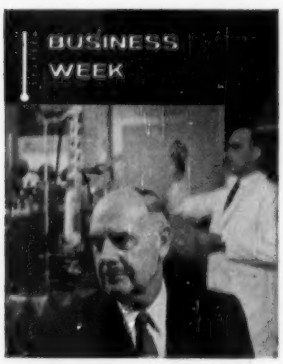
It will be a year of cost reduction. Before you can ask for an increased appropriation for sales, you'll have to trim the fat from your present operating methods. You will want to make every dollar do extra duty. Look at waste effort in paper work, at wasted time and money in unnecessary travel, at excesses that show up on "swindle sheets." Check your methods of distribution; go over your current mailing lists and weed out the deadwood. Analyze each promotion effort in relation to your overall sales goal for the year. Make better use of the advertising space and time that you buy. Integrate and coordinate all of your sales efforts into a real



Busy week on the Union Pacific

Arthur Stoddard, always-on-the-move President of the Union Pacific Railroad, carries his office in his hat. Here, he sends instructions ahead via short-wave radio, while inspecting the UP Diesel shops at Omaha.

The man who runs a railroad learns early in life the high cost of the lost minute, the importance of a running inventory of the business facts and figures that fuel locomotives and fill freight cars. He finds in Business Week, as Subscriber Arthur Stoddard does, a timetable ideal for his needs. No other magazine publishes nearly as much about the world of business. Yet no other is so parsimonious with a busy man's time . . . in its crisp, department-by-department presentation . . . in its news-sense that edits out the inconsequential, while giving meaning to the essential. No wonder management consistently calls Business Week "most useful" of all general-business and news magazines . . . persistently places the most advertising in its pages. For management knows, from its own reading habits (as does BW advertiser, Union Pacific): *You advertise in Business Week when you want to influence management men.*



A McGraw-Hill Magazine
Member Audit Bureau of Circulations

sales-clinching package. Reduce your costs not with an eye to **saving** money, but with the clearly defined purpose of **making** money.

It will be a year of the marketing concept. The marketing concept demands that you consider all aspects of selling, all aspects of competition in working your marketing plan. During the year 1958, consumers will have more buying power than ever before but, speaking on the average, there will be less chance than ever that they will buy your product. Therefore, there will have to be more **Inter**-industry competition, with hard-goods makers fighting the recreation industry for the consumer dollar, with clothing manufacturers luring buyer dollars away from wall-to-wall carpet makers. There will be less emphasis on share of industry, share of existing market, and more concentration on share of total buying power.

It will be a year of planning ahead. This year and the next will be a time for getting ready for the selling boom that promises to start in the '60's. The decisions you make in the next few months will affect your sales position throughout the next decade. You will want to plan, to think, to prepare for the day after tomorrow's sales, as well as today's. There is a great deal that can be done today to consolidate your market position in 1960, not the least of which is doing a good, imaginative job of selling in 1958.

NEW PRODUCT SELECTION is a tricky and frequently hazardous business, so advice by a pro in the field should be worth listening to. The pro in this case is Samuel C. Johnson, director of the new-products department of S. C. Johnson & Son, Inc. His company has scored 100% in successfully marketing every new product it has introduced to the public.

Behind this success are two factors: First, his company considers new-product development as a top management function; second, a formula for screening ideas has been worked out to take much of the guesswork out of new product selection.

"Our objectives are to pick product ideas with the **lowest risk** and the **highest possible return.** It is kind of like a stud poker game. If you bet on every hand, by the time you do get aces back to back you have neither the heart nor the resources to put your strength behind a winner."

Johnson, who is a great-grandson of the company's founder, declared that first "we look at the factors that make up the profit opportunity of the idea. These include: (1) a look at the total market, (2) the growth possibilities, (3) share of market achievable, (4) gross profit margin. Then, after weighing the investment necessary to market the product, we look at 'fit' factors: (1) distribution fit, (2) production fit, (3) consumer advantages, (4) lead time over competition, (5) technical difficulty."

That's the formula. And today, when new products are more than ever the lifeblood of business—and when their introduction is proving more costly than ever—no system for picking winners can be overlooked.

Interesting, if not Significant . . .

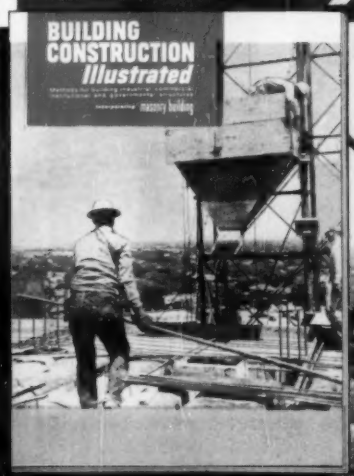
Flip-top cans are making a bow with **a new idea in packaging** cooked up by Broadcast Chili. Separated from the top of the traditional can by a flip-up second lid is a packet of chili powder, thus permitting chili-lovers to season to taste—mild, medium or hot . . . Changing distribution pattern is illustrated by the fact that **housewares** are sold today by 15 different types of retail stores . . . 2% of **toys** are sold by discount houses . . . **Top executives** got a 5.1% raise last year, on the average. It was 5.9% the year before . . . 1,200 **motion picture theatres** closed during 1957. Coincidentally, popcorn production dropped one-third below the previous year . . . **Vending news:** A vending machine that permits customers to send **telegrams** has been developed by Western Union. Another company, A. B. T. Manufacturing Corp., Chicago, will introduce an automatic **dollar bill changer.** It can be set to turn out any combination of change from two half dollars to 100 pennies. It will handle torn bills but is said to guard against counterfeits . . .

IF YOU SELL IMPORTANT BUILDING...

If you sell building products, tools and equipment, the fast-expanding BCI Building market buys a $37.5 billion volume of products ranging from air compressors to anti-freezes . . . from windows to wheelbarrows . . . from reinforcing to roof decks.

For the first time, the general and sub contractor-architect-engineer *building team* is provided with field-edited, highly-illustrated information on new methods and techniques in construction of commercial, industrial, institutional and government buildings. BUILDING CONSTRUCTION ILLUSTRATED is the only publication exclusively serving this specialized area of building construction . . . reaching *more than* 25,000 *building team* subscribers.

Your advertising message, presented in this climate of on-the-job articles and pictures, will stimulate these men who specify, buy and install in this huge, booming building industry.



BUILDING CONSTRUCTION *Illustrated* incorporating MASONRY BUILDING

INDUSTRIAL • COMMERCIAL • INSTITUTIONAL • GOVERNMENTAL

5 South Wabash Avenue • Chicago 3, Illinois

© *Industrial Publications, Inc. Publishers of Practical Builder, Building Supply News, Brick & Clay Record and other leading building industry publications.*

☐ **FREE! BUILDING CONSTRUCTION MARKET SURVEY**

Tell us what product you sell. BCI's recently-completed survey of contractor-readers reveals use and ownership of major groups of building products, tools and equipment. From this information our research staff can give you a thumbnail sketch of the market BCI offers for your product. No obligation.

☐ **FREE! MARKET DATA BROCHURE**

Write for this 24-page brochure filled with up-to-date facts and figures about BCI's booming $37.5 billion market.

PRODUCT_____

NAME_____

COMPANY_____

ADDRESS_____

STATE_____ ZONE_____

The Saturday Evening POST announces, effective

A NEW RATE BASE OF

The Saturday Evening Post has passed 5,600,000 circulation. All during the first six months of 1958, we expect to deliver an average weekly bonus of half a million copies — 500,000 over the present rate base of 5,200,000!

What's behind the boom in Post circulation? A strong, brisk business at the nation's newsstands. Rocketing subscription sales, coast to coast. In two words — reader demand.

This massive, ever-growing demand is built by the Post's exciting articles, fiction, features and advertising. Post buyers are readers. Not only readers, but leaders — Politz-proved Influentials. And the Post reaches Influentials on every income level. They talk about, recommend things they read in the Post. Their word-of-mouth influence moves sideways — neighbor to neighbor, friend to friend, worker to worker, boss to boss — a multimillion-man sales force!

The Post is the talk of advertising circles, too. Just this year, we've welcomed 187 new advertisers. And we're expecting even bigger crowds in '58! May we save a place for you? Come early and wear your best asbestos suit — you'll be in the hottest book of the new year!

The Saturday Evening POST
A CURTIS MAGAZINE

July 19, 1958



5,600,000

Sell the POST INFLUENTIALS – they tell the others!



$125,000 in out-of-town sales each month by telephone

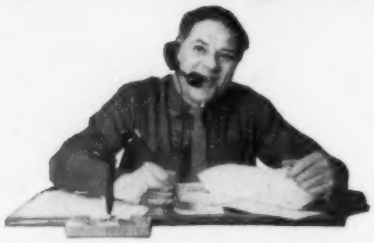
"We do all our selling by telephone, using the *sequence calling plan*," says C. M. Sullivan, president of Sullivan Produce Company, Toledo, Ohio. "And that averages about $125,000 a month in out-of-town sales."

Here's how it works: The produce wholesaler provides the Telephone Company with a list of 25 calls for each day of the week. Each morning at 6:30 the calling begins. One by one, customers are reached.

Customers have their orders ready, prices are quoted, other items offered, sales completed quickly and personally.

. . .

If you'd like to try this plan, just call your Bell Telephone Business Office.



Les Mirvis, general manager, Sullivan Produce Company, Toledo, Ohio, selling in his usual way—by telephone.

LONG DISTANCE RATES ARE LOW

Daytime Station-to-Station Calls

For example:	First 3 Minutes	Each Added Minute
Toledo to Pontiac, Mich.	50¢	15¢
Philadelphia to New York	50¢	15¢
New Orleans to Nashville	$1.25	35¢
Seattle to Los Angeles	$1.70	45¢
New York to Phoenix	$2.35	60¢

Add 10% federal excise tax

BELL TELEPHONE SYSTEM

Call by Number. It's Twice as Fast.

LETTERS TO THE EDITORS

Students, Kid Gloves and Weather Woes

valuable to students

EDITOR, SALES MANAGEMENT:

I have been reading with some interest the article in your Nov. 10 issue entitled "The Marketing Concept." [p. 64]

It seemed to me that this is of value to all those interested in current trends and changes in sales management practice and, as such, would be of considerable value to the students of this Association.

I would like your permission to reprint the majority of the article in our Student Journal.

D. W. Smallbone

Assistant to the Director
The Incorporated Sales
Managers' Assoc.
London, England

► Granted, with pleasure

points up shortcomings

EDITOR, SALES MANAGEMENT:

Once again you have scored a "bull's eye." The article by Fred DeArmond on "How to Adjust to Your Boss" [p. 57, SALES MANAGEMENT, Nov. 1] certainly points up some of my own shortcomings of former years and, no doubt, those of many others.

J. M. Cowan

Managing Director
National Flexible Packaging Assoc.
Cleveland, Ohio

clearing the atmosphere

EDITOR, SALES MANAGEMENT:

As a Consultant Meteorologist, I read with more than passing interest the article on weather by Mr. Shoenfeld in your Oct. 4 issue. [p. 110]

It is unfortunate that because of its size the U. S. Weather Bureau is considered by many individuals and firms as the leading light in weather —both in forecasting accuracy and application. This misconception has convinced a vast number of companies in weather-sensitive industries that they have no other alternative than to sit on their weather problems until the Weather Bureau comes forth with the proper solutions.

Applied Meteorology has become an indispensable tool for many progressive sales and marketing executives. I think it important to correct the impression that a Weather Bureau statement represents a unanimous or even a majority opinion in the field.

Barry Schilit

Vice-President
Weather Trends, Inc.
New York, N. Y.

white kid gloves

EDITOR, SALES MANAGEMENT:

In your Oct. 18 issue, you carried an article, "Why She Wears White Kid Gloves," [p. 33] based on a dust-free operation in the Fafnir Corp. It indicated that a four-color brochure on these facilities is available to certain manufacturers. Can you secure a copy of this brochure for us for use in our organization as instructional material.

S. W. Talarek

Product Manager, Contract Sales
Hamilton Mfg. Co.
Two Rivers, Wis.

► Just ask C. F. Stanley, vice-president in charge of sales, The Fafnir Bearing Co., New Britain, Conn. He'll be glad to send you a copy.

any ideas, readers?

EDITOR, SALES MANAGEMENT:

Like many another sales manager, the writer has a rather extensive file of names of individuals with whom he has done business at one time or another.

This is a personal file and its contents are separate from anything contained in general files in our office. The names run the gamut from customers and business associates to politicians. The file is getting so comprehensive that we are having a little classification trouble.

We were especially struck with the problem recently when we received a notice of an executive change from

(continued on page 27)

When the
"Signs" are Right...

YOU
GET RESULTS!



Signs by Texlite get results because they are designed right to deliver maximum sales punch . . they are built right to give long service with minimum maintenance . . their quality reflects the pride you have in your own product or service. Select your own sign material: porcelain enamel or plastic or combinations of the two. Or consult with Texlite's experienced design staff for sign designs that do the best selling job for you.



See how others have used signs by TEXLITE to gain sales objectives . .

This 20-page, beautiful full-color booklet shows 101 signs built for some of the nation's most sales-minded companies.

Request your free copy on company letterhead.

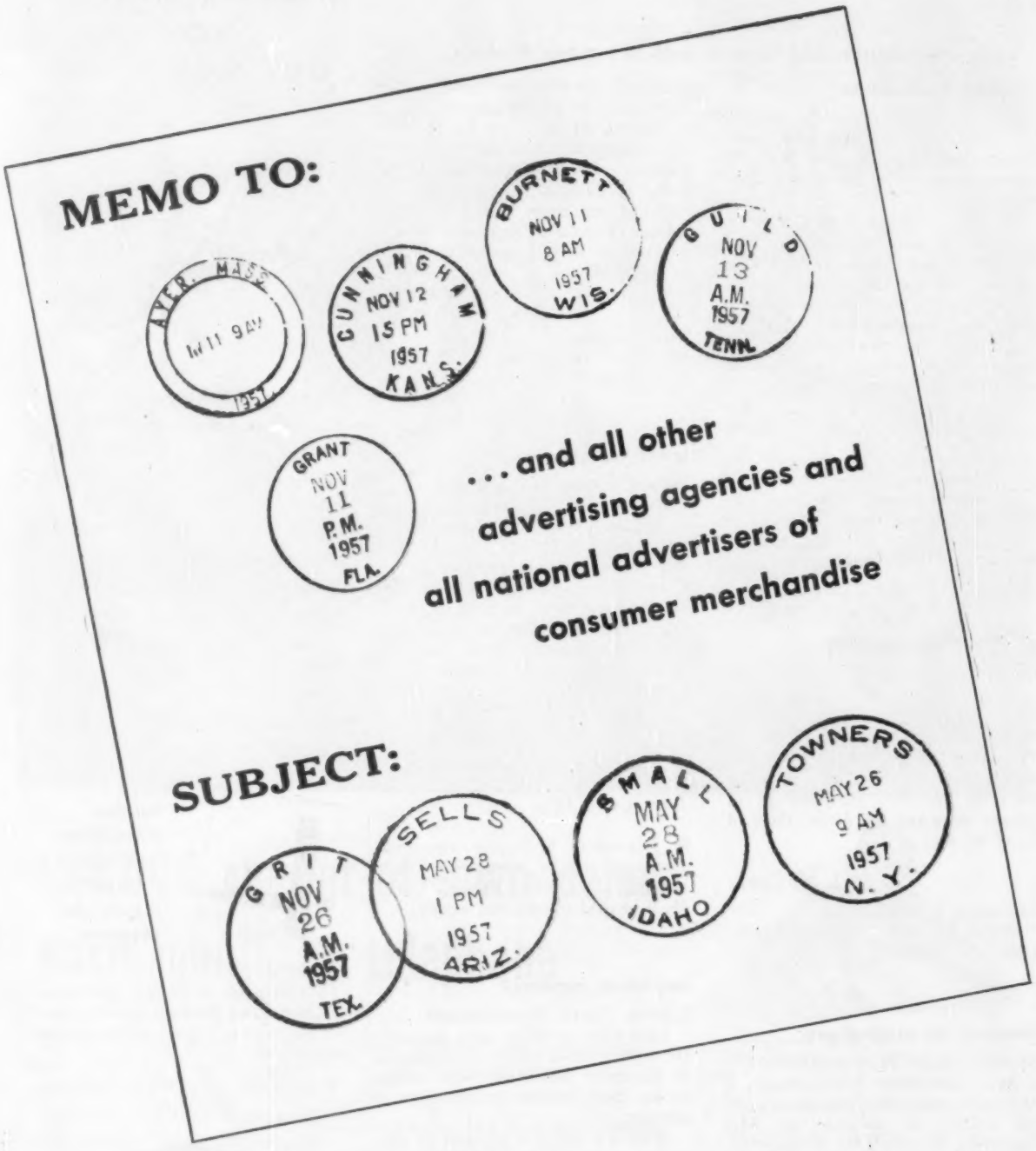
TEXLITE ®

Builders of Quality Signs Since 1879

3309 MANOR WAY • DALLAS, TEXAS

Offices in Principal Cities

The postmarks are actual reproductions



For 2¢—or even less—of your advertising dollar you can have a consistent, large-space Grit schedule. Grit is essential to give your campaign *balanced national coverage*. That's because Grit concentrates on the market where other national publications lag—nonsuburban small towns of 2500 and less. It takes Grit to sell small-towners!

GRIT

AMERICA'S GREATEST FAMILY NEWSPAPER

Grit Publishing Co., Williamsport, Pa. • Represented nationally by Scolaro, Meeker & Scott in New York, Chicago, Detroit, Philadelphia; and by Doyle and Hawley in Los Angeles and San Francisco

a very big corporation and from a very big individual. We are not known to each other personally, and the fact that the communication was directed to us indicated that there must have been prior correspondence of a more or less personal nature.

I believe that an article on how top sales managers keep track of the names of individuals in their personal files would be helpful to a good many of your readers. I know I am not alone in searching for such information and feel that it could be helpful at several sales levels.

Arthur T. Dalton
Vice-President
Chicago Wheel & Mfg. Co.
Chicago, Ill.

they're still flipping

EDITOR, SALES MANAGEMENT:

I recently noted an article in your Sept. 20 issue, "Why Flip Charts Flop," by Virginia and Percy Black. [p. 144] Without wishing to be controversial, this article shows a lack of understanding of the media that surprises me in a sales magazine of your high calibre. Apparently, neither the purpose, conception, production techniques or presentation psychology is grasped by your authors.

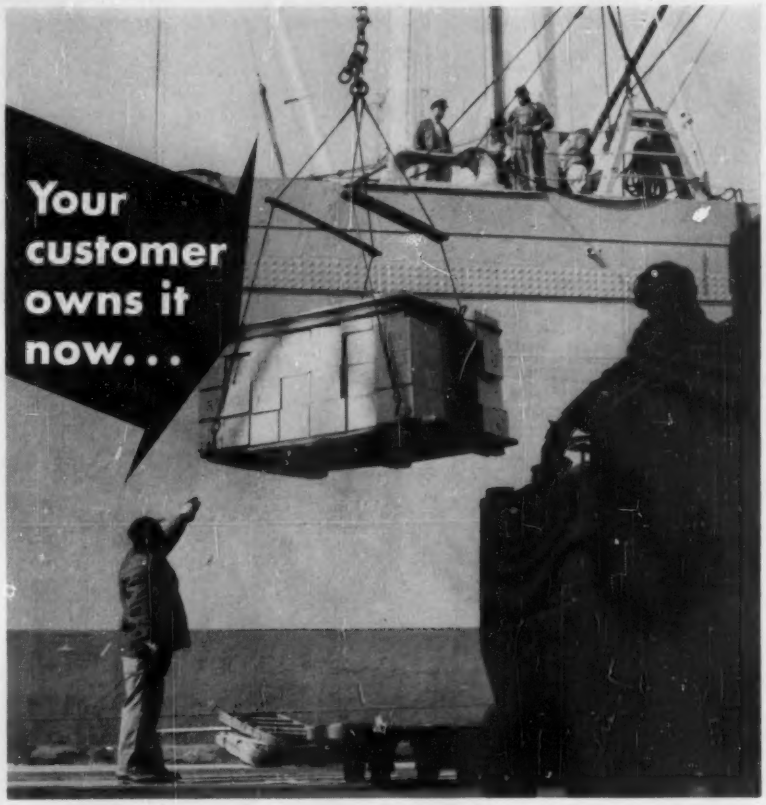
Certainly, as with all poorly-designed promotional material, flip charts can fail! This is usually the result of technical production inabilities, a failure to analyze the client needs or the audience to be influenced, or a sheer lack of the creative talent needed in any media to attract, hold and sell the prospect.

These failure causes—the real ones—are almost completely overlooked by your authors and some rather immature suggestions are offered in their place.

I hold no personal brief for flip charts as opposed to other media. But as a professional producer of all kinds of promotional programs for more than 15 years, I do not like to see your sales-minded readership misled by such an uninformed article.

Earl Clark
Toronto, Ont., Canada

► We assume that by this time Mr. Clark has read "In Defense of Flip Charts," by Jean De Jen, on p. 93 of our Dec. 6 issue, and is feeling better about the whole thing.



When you ship, title passes, and your credit risk begins

Sales problems that stem from this situation may be avoided with accounts receivable protected by American Credit Insurance . . . for credit insurance aids sales in many ways.

It can facilitate approval of a larger line of credit than might otherwise be justified, because without credit insurance there could be too high a concentration of risk in one customer or one industry.

Also, there are cases where a company, having experienced a substantial credit loss, will go through a period of over-caution, which tends to restrict sales activity. Credit insurance, by relieving management anxiety, eliminates this type of sales encumbrance.

Again, by providing a practical guide to credit limits—helping to determine desirable customers—credit insurance promotes harmony between sales and credit departments.

Credit insurance promotes financial stability and sales progress. Our booklet on this subject should interest you. Write AMERICAN CREDIT INDEMNITY COMPANY of New York, Dept. 59, 300 St. Paul Place, Baltimore 2, Maryland.

Protect your capital and profit invested in accounts receivable with

American Credit Insurance

ANY ACCOUNT . . . NO MATTER HOW GOOD . . . IS BETTER WITH ACI

780,000

550,000

501,000

+17%

IT FIGURES: They all add up to one important fact:

action in business

results when you advertise to business and industry in

. . . subscribers depend upon Nation's Business for a "*useful* look ahead," including 700,000 ownership-motivated business executives who have personal subscriptions and 80,000 business-members of the National Chamber of Commerce.

. . . are the men who actually own American business and industry — the presidents, owners, partners of construction and transportation companies, manufacturing concerns, banks, retail and wholesale establishments—every type of business, nation-wide.

. . . reprints of *useful* and *timely* Nation's Business articles were purchased by 23,000 business owners in 1957 for profitable use in their own businesses . . . monthly articles concerning national affairs, government problems, and business leadership.

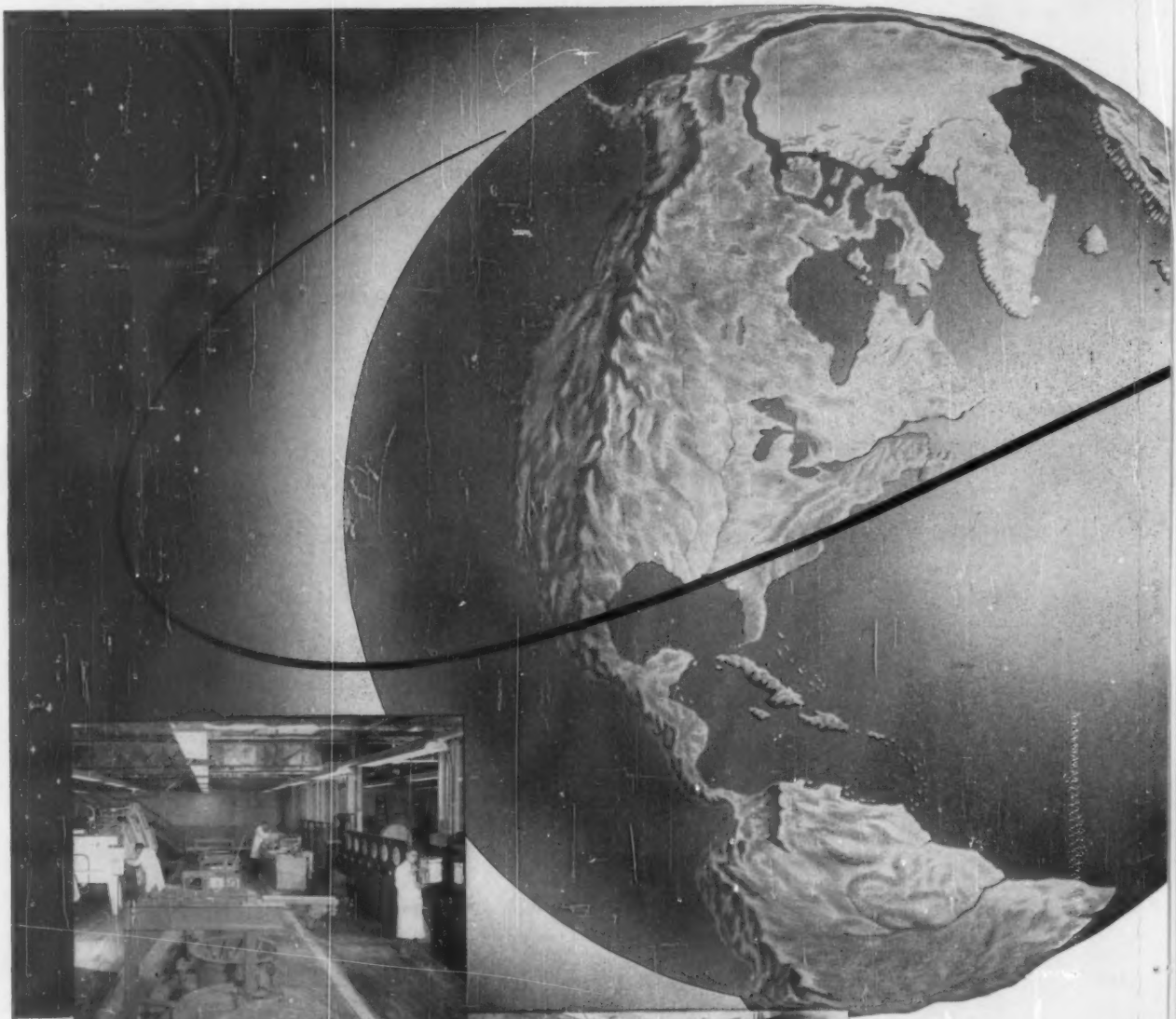
. . . gain in advertising linage for the year 1957. January 1958 is the 25th consecutive month to show a *gain*!

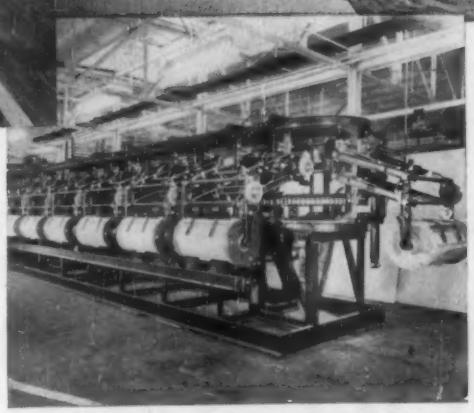


Nation's Business

ADVERTISING HEADQUARTERS: 711 Third Ave. at 44th St., New York 17, N.Y.

IN THIS *DYNAMIC*





Heat Treatment... ME Factors influence the purchase of all heat treating equipment, mechanisms and accessories. Chemical composition, mechanical properties and cleaning operations—all demand decisions by metals engineers. More advertisers in this field invest more dollars in Metal Progress markets than in any other magazine.

Cleaning & Finishing... The metal makes the difference...determines whether the cleaning operation should be mechanical, chemical or electrochemical...the finish—coating, cladding, spraying or plating...there are scores of cleaning methods and finishes...hundreds of metals and alloys...ME Factors based on engineering knowledge must provide the correct operation.

WORLD OF METALS

ME Factors
mean everything!



Only metal has the muscle to shatter the thermal barrier. Only the strength, the versatility, the economy of metal...can do the job. Metal...working only as metal can...created this dynamic age of transportation.

Metal is made to serve so well by strict adherence to ME Factors...*Metals Engineering Factors* that govern each step of production, processing, fabrication, testing and design application.

Today, the Metals Engineers and the Metallurgists...*the experts who know ME Factors*...are bound together through membership in the American Society for Metals and through readership of Metal Progress...their Society's brilliantly-edited, Eastman-researched monthly magazine of metals engineering. More than 28,000 metals engineers eagerly seek the benefits of over 100 million pages of engineering information published annually by ASM...vital information, essential to the use and application of ME Factors.

If you sell the metal industry, the success of your products may be determined by ME Factors. Do you know these factors? Are you familiar with them? Why not check them over with an ASM staff engineer...he will be happy to provide an ME Factor Chart that applies to your products. Phone or write your ASM district manager for this free service.

TYPICAL PRODUCTS INFLUENCED BY ME FACTORS

Purchase and use of products such as these depend upon knowledge of ME Factors... *Metals Engineering Factors*. Only Metal Progress and the American Society for Metals concentrate on engineering information involving metals. Because Metal Progress is the one metals engineering magazine, it is basic to your business of selling the metal industry.

- Steels (Plain and Alloy)
- Stainless Steels
- Tool Steels
- High Temperature Alloys
- Light Metals and Alloys
- Heavy Nonferrous Metals and Alloys
- Mill Equipment
- Ferro Alloys
- Refractories
- Melting Furnaces
- Die Casting Machines
- Forging Equipment
- Foundry Equipment and Processes
- Castings
- Powder Metals and Parts
- Precision Castings
- Stampings
- Weldments
- Tubing and Other Mill Shapes
- Forgings
- Extrusions
- Tool Steels and Tool Materials
- Cut-Off Equipment
- Presses and Brakes
- Machine Tools
- Coolants and Lubricants
- Furnaces and Pots
- Induction Heaters
- Special Heating Equipment
- Quenching Fluids, Equipment
- Atmosphere Preparation
- Salts
- Supplies
- Pyrometers
- Indicators and Recorders
- Gas Samplers and Analyzers
- Automatic Flow and Pressure Controls
- Gas Welding and Cutting
- Electrical Processes
- Brazing and Soldering
- Fasteners
- Degreasing Equipment
- Electroplating Equipment
- Finishes
- Rust Preventatives
- Buffers and Polishers
- Equipment for Purification of Solutions
- Mechanical Testing Equipment
- Microscopes and Attachments
- Hardness Testers
- Nondestructive Testing Equipment
- Gages and Comparators

CLEVELAND 3: *W. J. Hilty, District Manager • 7301 Euclid Ave. • UTah 1-0200*
CHICAGO 4: *Victor D. Spatafora, District Manager • 53 West Jackson Blvd. • WAbash 2-7822*
DETROIT 21: *Don J. Walter, District Manager • 20050 Livernois St. • UNiversity 4-3861*
NEW YORK 17: *John B. Verrier, Jr., Regional Manager • Fred Stanley, District Manager • 342 Madison Ave. • OXford 7-2667*

METAL PROGRESS

"The Magazine of Metals Engineering"
Published by the American Society for Metals
7301 EUCLID AVENUE • CLEVELAND 3, OHIO



*In case you haven't met these three media experts before: Hi stands for high acceptance; Brod for broad market coverage and Lo for low cost. They all apply, of course, to the Post-Gazette. Why not put them to work for you!

How Wet is Dry?

Looking for a way to wring the last bit of sales out of the booming Pittsburgh Market? Look no further. The Post-Gazette can do it for you. That's why more and more advertisers—local and national alike—have been turning to the Post-Gazette. That's why the Post-Gazette alone of Pittsburgh's daily newspapers shows a gain in total advertising for the first 10 months of 1957.

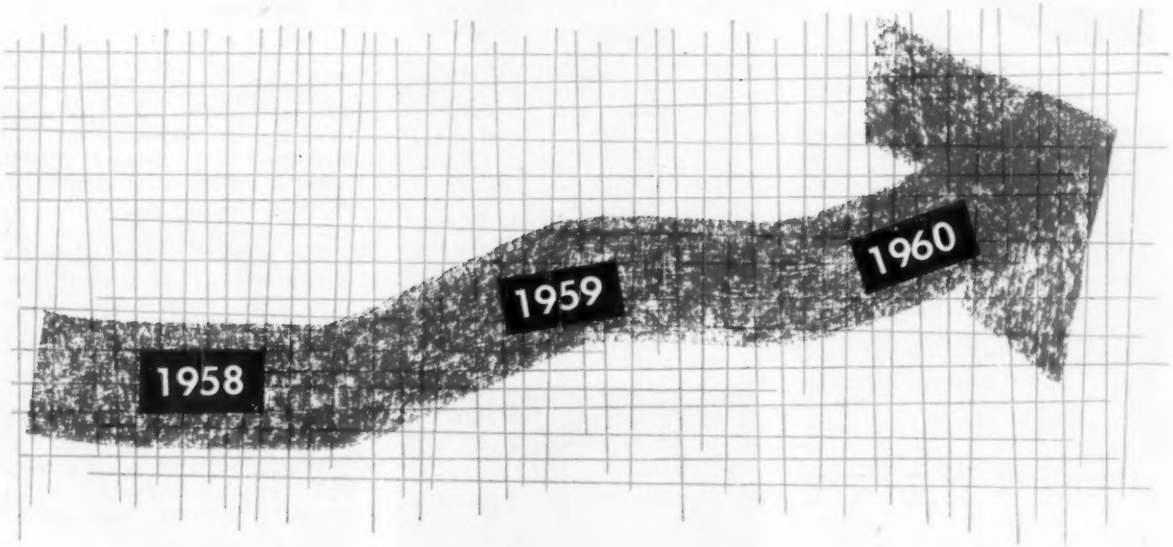
Something is STILL Happening in Pittsburgh!

Pittsburgh Post-Gazette

Fastest-Growing Newspaper in America's 8th Market

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT

Sales Management
JANUARY 3, 1958



Top Advertisers Courting '60; Spending Now to Mobilize Sales

Virtually all presidents in *SM* survey predict 1958 gains —ranging from 2% to 25%. One motor maker sees 25% rise. And estimates for 1960, compared with 1957, extend from 7% to 100%. Chemical group sets highest goals.

By LAWRENCE M. HUGHES

They aren't shooting higher than sputnik.

But heads of more than a score of largest-advertiser companies agree they'll get more sales in 1958.

And — without exception — their sales-increase projections through 1960 soar several times as high as those for this new year.

Only one manufacturer (building products) sees "little change" this year. At the same time he predicts a 25% gain by 1960.

Participants represent foods and beverages, chemicals and drugs, motor cars, tires and gasoline, electrical and building products, paper and watches.

In 1956 the 23 members of this group ranged in sales from $80 million to $4.7 billion. Seventeen of them lifted sales from 1955. (Among those which didn't, three were in motor cars, and one each in tires, food and building materials.) But decline of Ford and Chrysler (both of which *expanded* again in 1957) reduced the "group" sales from $20.1 billion in 1955 to $18.8 billion in 1956.

In 1957 the 23 were back over $20 billion again.

By 1960 they intend to be doing $25 billion . . . or more.

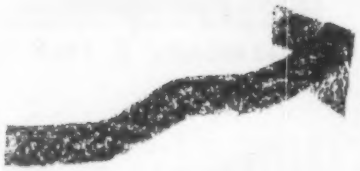
SM's wired query evoked no news from presidents in two industries—tobacco and distilling—which for a decade have gone nowhere fast. The Big Three soap makers wouldn't lather. Metals, we gathered by inference, wouldn't be in much demand.

Our single brewer — Falstaff — happens to be the only major factor in its industry which is selling suds like crazy.

Because Standard Oil (N. J.) is big and quite bright, and General Motors is big, we're sorry to go to press without them.

Maurice Wyss, who signs himself "Office of the President," regrets (for Harlow Curtice) that "it is not our practice to publish such forecasts." In view of all the motor-car sales which the largest-selling manufacturer has *not* made lately, we think Wyss is quite right.

But we miss old Jersey. C. H. Carpenter, executive assistant to M. J. Rathbone, president of this *very*-largest industrial outfit (in assets), explains that they're in the midst of a stock-offering: SEC "regulations require that we refrain from making public any predictions . . . regarding sales, income," etc.



Top Advertisers Courting '60 (continued)

For SEC's information we submit that S. O. (N. J.) in 1956 came up with sales of $7.9 billion from assets of $7.1 billion. In 1957 both were somewhat larger.

Foods and Beverages Plan Steady Expansion

Our six projecting food companies are General Mills, Hunt Foods and Industries, National Biscuit, Pillsbury, Ralston Purina, and one (with more than $300 million sales) which would prefer to have its estimates "homogenized with other companies' figures."

As a group the six in 1956 had increased sales slightly, from $2.007 billion to $2.065 billion. The four which reveal specific goals would increase in 1958, 5 to 7%, 4%, 5 to 10% and 15%.

The non-identified food company (New York) would expand this year "5 to 7%, with no correction for inflation." Its 1960 volume, on the same basis would be 15% above 1957. Factors contributing:



" . . . growth would stem from intensified selling efforts in our current markets and an accelerated program of new products and market development."—C. J. Backstrand, Armstrong Cork Co.

"1. and most important, a general increase in business;

"2. new products, and

"3. our own stronger sales."

An executive of General Mills, Inc., Minneapolis, says that his company's policies will not permit revealing sales objectives. But, "as a matter of actual record, our sales have increased every year for the past seven and are ahead of a year ago for the first five months of the current fiscal year."



Increased business will "result from . . . increasing emphasis on electrical and electronic components in defense equipment, particularly missiles."—Gwilym A. Price, Westinghouse

This trend has stemmed from "an expanding economy, constant addition of new and better products, and aggressive advertising and sales."

General Mills sales for fiscal 1957 were about $520 million.

Russell J. Miedel, president of Hunt Foods and Industries, Inc., Fullerton, Cal. (which expanded sales from $86 million in 1955 to $110 million in 1956) expects Hunt's "graph will continue upward at a respectable angle for the next few years—unless there are unexpected economic changes. . . .

"We have a more efficient regional sales organization. . . . Our advertising and promotional efforts continue to build progressively stronger brand franchises. Our program of diversification offers stability and over-all growth potential."

This company is now engaged in food processing; can, glass container and match manufacturing; lumber operations and manufacture of machinery for canmaking and food processing. However, Miedel explains, "since these broad interests stem principally from the recent integration of Ohio Match Co. with Hunt Foods, Inc., and its subsidiaries, we do not have a meaningful pattern as yet for forecasting overall dollar volume."

George H. Coppers, president of National Biscuit Co., New York, estimates 1958 sales at 4% more and 1960 sales 15% more than Nabisco's 1957 total of about $430 million. (In 1956 the company's sales rose from $390 million to $410 million.)

"A steady output of new and improved products, more intensive merchandising and a flexible advertising program," Coppers says, "will be chiefly responsible."



"In the chemical industry, growth comes about rather steadily as the result of long-rang planning."—Crawford H. Greenwalt, DuPont

Paul S. Gerot, president of Pillsbury Mills, Inc., Minneapolis (1956 sales, $331 million): "We hope to do better than match the normal increase of food business resulting from population growth." With population expected to expand by 2% in 1958 and by 1960 to be "about 7% greater, we must see our sales increase by at least that much."

More significant, however, he believes, is "the fact that certain groups of our population will be coming of buying age in this period." Also,



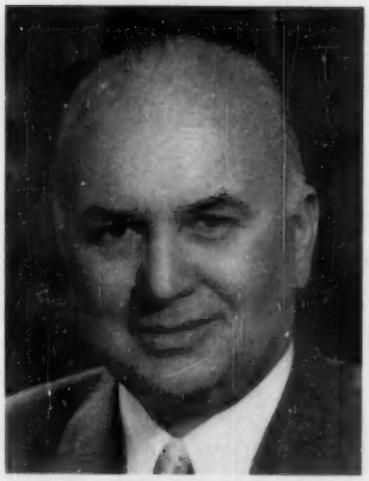
"Women are looking to food processors . . . to satisfy their wants as well as their needs."—Paul S. Gerot, Pillsbury Mills

"Women are looking to food processors . . . to satisfy their wants as well as their needs. For these reasons, we would like to see an increase of 5 to 10% annually in sales for the next several years."

Pillsbury continues to stress research and development in new products, product improvements, and in discovering "hitherto unknown techniques, such as our new turbo milling process." This company has established "a new distribution system employing central warehouses at key points and electronic tabulating centers . . . which will speed our customer service tremendously."

"Total sales expectation for 1958" of Ralston Purina Co., St. Louis (1957 fiscal year more than $428 million) is about 15% larger, an executive replies. New mills at Louisville, Memphis and Whitby, Ont., "two South American units and a Mexican plant will further boost capacity.

"New products expected to increase volume include pelleted high-fat broiler ration and new Purina Dog Chow. Advertising, promotion and selling programs are expected to reflect increased gross."



"Through our diversified line of products, our organizational approach . . . and improved methods, we expect to grow with markets and opportunities."—E. J. Thomas, Goodyear Tire & Rubber Co.

William E. Robinson, president of The Coca-Cola Co., New York, would not name "a single figure . . . for 1958 or any future year.

"Our sales objectives . . . vary from market to market all over the world. While their average becomes the total overall objective . . . it would not be especially meaningful.

"In general, however, the average . . . calls for a continuing gain in sales." Coca-Cola believes that "consumer buying ability and activity will grow steadily. Our only important reservation on this score would be the government need for increased taxes, which would severely reduce consumer net income."



" . . . new and improved products, more intensive merchandising and a flexible advertising program . . . "—George H. Coppers, National Biscuit Co.

(While Coca-Cola does not reveal sales, its dollar volume is estimated to have grown from $253 million to $273 million between 1955 and 1956,



"By 1960, we anticipate that the automotive market will be larger" [due to] "growth in the adult population and buying power per adult." — Henry Ford, II, Ford Motor Co.

and continued to expand in 1957.)

Falstaff Brewing Corp., St. Louis, boosted sales from $77 million in 1955 to $85 million in 1956 and — with acquisitions—to about $138 million last year. The 1958 target, reports Joseph Griesedieck, president, is "$152 million, a 10% increase, and the 1960 objective is $173 million, or 12.9% over 1958. . . .

"We are predicting a stronger balance in the nation's economy in 1958 between the risks of deflation and the problems of inflation." Despite "some slowing of capital spending and greater caution in business commitments early next year," Griesedieck expects a marked "upswing in the second half."

Falstaff's growth will be built largely on "intensified sales and advertising programs . . . thoroughly integrated by the manufacturer to the distributor, to the retailer and to the ultimate consumer. Some expansion of area would be another factor."

But in 1958 the company "will concentrate on consolidating . . .

(continued on page 80)



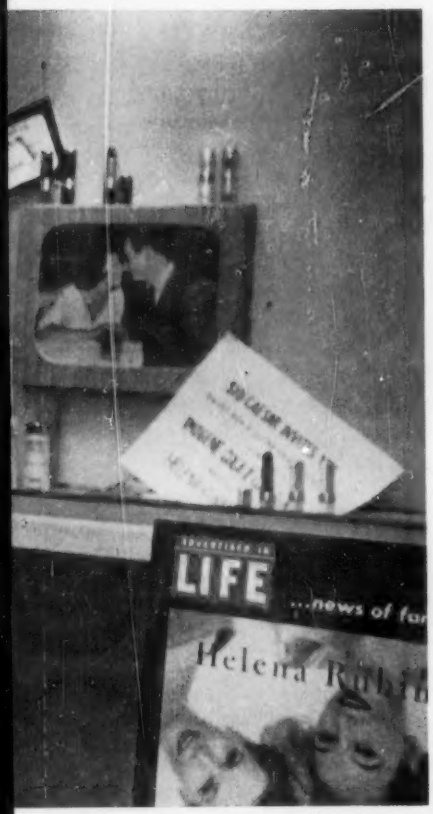
GUY GILLETTE—LENSGROUP



Meet Bristol-Myers' Mr. Schwartz

The only non-member of the Bristol or Myers family ever to hold the title of president of Bristol-Myers, Inc., is a smallish, blondish man who wears light-colored glasses and conservative ties and has a penchant for Civil War history. He's Frederic N. Schwartz (right), 51, successor to Lee H. Bristol (who goes up to head the board). Born in Springfield, Mass., Schwartz majored in English and economics at Syracuse University and took his first job with Patton Manufacturing Co. (now defunct) as a salesman of metal products. Three years later he joined the sales staff of Bond-Parker Co., manufacturer of surgical instruments. It wasn't until 1945, after his war service (he was a Lt.-Col. in the Army, won a Legion of Merit citation) that he joined Bristol-Myers. Less than a year later he was made v-p of Bristol Laboratories, a company subsidiary, becoming its president. . . . With him here: Dr. Philip Bowman, who succeeds him.

BY HARRY WOODWARD



Man in A Woman's World

An English-born, American-reared gent named Geoffrey B. Smith ("Call me Jeff: Hell, most people can't even pronounce my full first name.") has just been promoted to national sales manager of Helena Rubinstein, Inc., the Tiffany of the beauty business. (Sales for the last fiscal year: over $20-million.) Smith, whose craggy face and lantern jaw are as distinctive as a Rubinstein bottle, was brought to America as a child, raised in Boston, educated at a little Episcopal college (now Bard College) on the Hudson. Since he got out of school during the depression he decided that he'd go into the liquor business, "because it was relatively depression-proof." He began with Hiram Walker, Inc., in the New England area as a salesman. Later he got into another depression-proof industry, cosmetics. ("No matter how hard-pressed financially she is, a woman will buy lipstick and powder—as a minimum.") He went to work for Frances Denny, was New York territorial manager. After three years he moved to Rubinstein where he's worked for the past nine years. His last job with the company: eastern regional sales manager. Helena Rubinstein, a pioneer in the cosmetics industry, is still president of the firm. Tiny (4 feet 10 inches), a human dynamo, she makes headquarters in New York, constantly travels here and abroad on company business.

Austin's Airborne Alchemy At Work for Northeast

Until recently Northeast Airlines, Inc., covered New England and little else: Then it got a Miami run. But the *biggest* break the airline ever got has just happened. James W. Austin, who put Capital Airlines on the map (he's been v-p—traffic and sales for 12 years) has left that company to take over as Northeast's president. Austin—credited by many as being the father of the air coach service—is a shrewd salesman. He had to be: When he went to Capital it had creaking equipment, poor routes and, generally, a sad name in the industry. Austin had originally been in banking. And his knowledge of finance served him and Capital well. For the company literally bought its new equipment on a weekly payment plan. Gradually Austin unsnarled the routing difficulty, got his planes down in the places where they could compete, squeezed every drop of juice out of the company. Chartered planes carried everyone from football teams to convention-bound DAR ladies.



FUTURE SALES RATINGS BOARD PREDICTS:

1958 Will Be Another Record-Breaker

(current softness notwithstanding)

By PETER B. B. ANDREWS
Chairman
Future Sales Ratings Board

The outlook for sales is optimistic, all factors considered. Despite the rumblings and grumblings of many economists and many more businessmen, the year 1958 shows signs of being an outstanding one for sales. That's the consensus of the Board of Analysts of Future Sales Ratings!

Although the Board visualizes business adjustments as continuing in the early months of the year, expectations are that sales improvement in the second, third and fourth quarters of 1958 will gather momentum and that 1958 will wind up as the biggest year of retail sales in the nation's history, exceeding by 2.7% the record-breaking levels of the full year 1957.

The gradually rising trend of unemployment and continued sag in various business indices in 1958's early stages are expected to be counterbalanced during the progress of the year by higher wages and salaries in the aggregate for those who are employed;

much greater ease in financing goods at more favorable rates;

enlarged spending by States, Municipalities and the Federal Government;

a construction rise, led by greater building of highways, schools, hospitals, churches, motels, restaurants, retail stores, boats, resorts, and sanitation systems;

a high level of farm income with greater progress in reducing surpluses;

a recovery in residential building with increased effort by the Government to help this vital, long-depressed industry;

important, too, the over-all stimulus of the boom in missiles;

the increased needs of a vigorously expanding population;

and the anticipated record spending by consumers as American standards of living maintain their steady advance under the beneficial persuasion of strong new highs in the nation's advertising and selling expenditures for 1958.

It is felt that defeatism which prevails in some quarters will itself be defeated by the major tide of greater promotion of the typical American ingenious and stimulating type which has built most of the nation's booms and progress. Contrariwise, it is felt that a promotional letdown, in the face of 1958's basic challenges, would result in business recession. The board's optimism on all these points, however, is reflected in consensus ratings which anticipate that the majority of industries listed on page 41 will do better in 1958 than in 1957.

Winter consensus of re-analysis by this 307-man group of economists and marketing men on these industries' sales potentials brings, for the first quarter of 1958, decreased ratings on nine industries and increased ratings on six. For the full year 1958 the consensus shows increased ratings for 10 industries and decreased ratings for seven. Additionally, two industries have been included: the five-star-rated boating industry and the rock products industry, both of which had only been partly covered in the past.

Bases for high ratings

Buying power of the American consumer is expected to remain high in 1958, under a comparatively favorable level of employment and the likely attainment of the highest average weekly wages in history.

Although the trend of plant and equipment expenditures, which had nurtured a substantial part of the business prosperity of recent years, is expected to be down in the early part of 1958, it will nevertheless continue very high in relation to most past years. Moreover, the declines there will be more than made up by much more spending for highway expansion, schools, hospitals, churches, home building and other facilities reflecting the needs of this fast-growing nation.

The Federal Government, which had planned a reduced budget for 1958, has had its hand forced by Russian successes with missiles, and now spending will rise instead, with the customary stimulating effect on the country's business. State and local governments, overwhelmed by the pressure for more schooling, street, sewage and roadway facilities, recreational facilities and other needs of their rapidly expanding numbers of constituents, must jump their expenditures over 1957. The Board expects Federal, State and local government spending of close to $121 billion for 1958, up about $5 billion over 1957. By contrast, an anticipated 7% decline in plant and equipment expenditures from the $37 billion of 1957 would be $2.59 billion.

The new interstate highway program will account for about 60% of total public spending for construction. Total new highway construction is expected to reach $5.8 billion in the present fiscal year, a jump of 18% over a year earlier. Federal spending alone will more than double to $2.55 billion.

Financing of all business and consumer buying activity will be the easiest in a long time, inasmuch as the Federal Reserve Board has definitely reversed its tightening-money-and-loan policy of two and a half years.

While some sagging business indices have been capturing headlines as indicating recessionary tendencies, it is most significant that a number of basic business factors show impressive strength. The fact that gross



Peter B. B. Andrews

national product for the full year 1957 is at the strong new high of $435 billion (compared with the previous high of $414.7 billion for 1956) indicates the compensating nature of economic trends. Durable goods sales decline, but soft goods and spending for services go up and total retail sales top the previous year; industrial construction and machinery dips a bit, but highway building and hospital building jump, and so it goes. For 1958 the compensations will be great enough so that the Board estimates gross national product at $450 billion, up 3.5% over 1957.

The present level of about $83 weekly earnings in manufacturing is at a record high, comparing with $82.41 at the beginning of 1957 and an average of $71.86 in 1954 and $23.86 in 1939. The trend of wages, moreover, is up, and even though the extent of higher wages may not be so great as in recent years, the Board visualizes 1958 as another year of increased wages and salaries.

Despite readjustments in some industries, total disposable personal income (after taxes) in the nation is expected to exceed the approximate $300 billion of 1957, which topped all previous years, including $287.2 billion in 1956, $254.5 billion in 1954 and $70.4 billion in 1939.

Higher buying power has been broadening in this country, giving it a better cross section of stability. About half of all families now get more than $5,000 annually, compared with less than a quarter at the end of World War II.

Quick-asset position in the aggregate is strong despite gains in consumer debt. Individuals in the U.S. own more than $450 billion of such financial assets as cash, bank deposits, savings and loan shares, insurance loan value, and Government and municipal securities. Besides that, about

How Accurate Has Andrews Been?

Following a four-year association with the War Production Board as industrial economic adviser in World War II, during which he received a Presidential citation for effective emergency research work on American industries, Peter B. B. Andrews established a top international reputation for economic forecasting with his study, "A Trillion to Go", published by *Sales Management* in 1947. The study forecast that in a five-year period, gross national product would exceed a trillion dollars, considered by many a hopelessly overoptimistic figure. The trillion he forecast actually was exceeded by two hundred billion!

Using a panel of 307 economists, statisticians and marketing experts that comprise the board of Analysts of Future Sales Ratings, he has been rating sales prospects of over 100 industries for *Sales Management* for more than two decades with a high degree of success. His record of recent years' forecasts of sales activity speaks for itself:

YEAR	FUTURE SALES RATINGS FORECAST	ACTUAL RESULT (at year-end)
1957	UP 5.3%	UP 5.9% (1st 10 mos.)
1956	UP 5.2	UP 3.2
1955	UP 4	UP 8.7
1954	APPROX. NO CHANGE	UNCHANGED
1953	UP 5	UP 4
1952	UP 5 (Gross Nat. Prod.)	UP 5
1951	UP 11	UP 12
1950	UP 2	UP 9.9 (Korean War)
1949	APPROX. NO CHANGE	UP 0.15
1948	UP 5 TO 10%	UP 9

FORECAST OF 1958 OVER 1957 — UP 2.7%

$300 billion of corporate bonds and stocks are owned by the public, compared with individual mortgage and consumer debt of under $175 billion. The residual total of around $575 billion is not far from *three times* all annual retail sales of the entire country! Much of this can be weaned away with superior promotion of the many fine, new consumer products being made available.

Similarly, American corporations' assets are growing and are now at a new high record. At the beginning of 1958 they are up substantially over the year before. The Board estimates that current assets total $234 billion, including $37 billion cash: and current liabilities total $125 billion. This leaves $109 billion net working capital — representing the wherewithal for financing new products arising from unprecedently high research spending, with strong advertising and selling campaigns to pick up further the American standard of living and the entire business level of the U. S.

By contrast, current assets of American corporations at the beginning of 1957 were $225.7 billion, including $34.7 billion cash, and current liabilities $121.3 billion — leaving net working capital of $104.4 billion, which in turn compares with $91.8 billion in 1954 and $30 billion in 1939.

Agriculture, too, is in a more favorable position than for several years past, with financial conditions relatively strong and income holding above the level of recent years. Soaring population steadily increases the need for foods and the farmer's basic market will expand substantially further in 1958.

As of Jan. 1, 1958, total population of the U. S. approximates 172,600,000, compared with first-of-year figures of 169,800,000 in 1957, 166,805,000 in 1956, 163,956,000 in 1955 and 150,552,000 in 1950. The increase in the full year 1957 alone is almost the equivalent of adding another Detroit, Cincinnati and Indianapolis to the national market. The year 1958 is expected by the Board to see another great jump in our population, thus helping to expand the national market and adding to the pressures and needs for food, housing, goods and services.

Spending by the public alone for goods and services in 1958 should top that of 1957's $280 billion with about a $290 billion total, services showing the greatest gains, including medical and dental care, beauty and barber shops, drycleaning, auto repair, home repair, television repair, etc.

Important in the 1958 prospect for the tremendous variety of housekeeping goods, a great gap has developed between homes built and marriages since 1940, and the accumulated pile-up of married couples without homes of their own has grown in *each* year since—to the extent that it now exceeds 14,500,000 couples.

Some of these marriages have broken up through divorce, deaths and desertions; but even if one were to take only a conservative half of the above cumulative difference, there would still be over seven million couples not provided with new residences.

Considering the mere one million approximate current annual rate of home building and the broad disparity between home building and marriages, there must be a great increase in such construction if these needs are to be filled. Some economists point to theoretical data on declining family formations and draw pessimistic conclusions, but the Board believes the more practical figures to observe are actual marriage totals vs. actual home building, both final, non-estimated figures.

Along with these normal pressures of a healthy, growing nation, upgrading of goods and improving standards of living add to the 1958 sales potentials, which will be boosted further by a probable record-breaking total of advertising and selling expenditures.

On the other side of the scale, bases for pessimism include:

The possibility that the country has expanded too much in new plant and capacity. In the last decade *over a quarter of a trillion dollars* has been poured into new plant and equipment. The soft business of some lines in recent months caused quick layoffs and overtime reductions, as well as plant closings in some instances. (However, in analyzing this factor it must be noted that the increased capacity is only keeping up with the country's growth and its rising appetite for better goods and higher living standards. Since 1947 personal consumption expenditures have gone up $115 billion over the $165 billion of that year. Occasional layoffs represent normal economics working; occasional inventory adjustments are not destructively significant.)

The possibility of oversaturation in many consumer and business lines. (Although everyone seems well stocked with goods of all sorts, obsolescence is faster than ever and the rate of progress is swift. Living standards are steadily rising, with many households logical markets for two or more of such things, for example, as cars, TV sets, refrigerators and bathrooms. Bigger families are requiring more household goods, more rooms, larger homes. Fine, new products promoted with typical modern advertising and selling methods quickly influence people to become dissatisfied with what they have and eager for the new.)

The possibility that the high consumer debt will choke off business expansion. (Consumer debt is high and scheduled to go higher, but perspective on this must be sensible; i.e., pessimists on this point should look at not only the one series of figures showing great growth in consumer debt but also at the accompanying growth of all business, gross national product, disposable income, liquid savings—against which the rise is not disproportionate. Much of the big, three-year debt piled up in 1955 will soon be paid off by people who will then be in the market for replacement of durable and other goods with rejuvenated buying power.)

The possibility of World War III

Government Issues Report on Distribution Research

A booklet describing three types of distribution research programs carried out by Federal government agencies has been published by the U.S. Department of Commerce.

Titled "Activities and Services of the Federal Government in Distribution Research," the summary covers major periodic statistical programs; broad economic analyses and industry studies; operations of the firm, and markets; dissemination of marketing information through publications; and special studies, tabulations and other types of direct assistance to private firms in the solution of marketing problems.

Copies may be purchased for 40 cents each from the Government Printing Office and through U.S. Department field offices.

The report was prepared for the President's Conference on Technical and Distribution Research for the Benefit of Small Business.

FUTURE SALES RATINGS . . . for Jan., 1958

In the 114 industry table below, the sales prospect rating has just been raised when the arrow ↑ next to the ★ points up. The arrow ↓ pointing down means the rating has just been decreased. All other ratings are unchanged from the previous quarter.

How to Read the Table:

Key to Relative Size Ratings

(By Industry sales volume)

- A—$10 Billion and Over
- B—$7 Billion to $10 Billion
- C—$4 Billion to $7 Billion
- D—$2 Billion to $4 Billion
- E—$1 Billion to $2 Billion
- F—One-Half Billion to $1 Billion
- G—Under a Half-Billion Dollars

Key to Sales Prospect Ratings

(All ratings are relative to the median (★★★), which indicates approximately no change in relation to the corresponding period of the preceding year.)

- ★★★★★—Best Relative Outlook
- ★★★★ —Very Good Relative Outlook
- ★★★ —Good (Medium) Relative Outlook
- ★★ —Fair Relative Outlook
- ★ —Least Impressive Relative Outlook

	Relative Size Rating (See Above Key)	Sales Prospect Rating for 1st Qtr. (See Above Key)	Sales Prospect Rating for Next 12 Mos. (See Above Key)		Relative Size Rating (See Above Key)	Sales Prospect Rating for 1st Qtr. (See Above Key)	Sales Prospect Rating for Next 12 Mos. (See Above Key)
Advertising	A	★★★★★	★★★★★	Luggage	G	★★★	↑★★★
Air Conditioning	E	★★★★★	★★★★★	Lumber & Wood Products	A	★★★★	★★★★
Air Transportation	E	★★★★★	★★★★	Machine Tools	F	★★	★★★
Aircraft Sales	C	★★★	★★★	Machinery (Agric.)	E	★★★★★	★★★★★
Atomic Energy	G	★★★★★	★★★★★	Machinery (Ind'l.)	B	↓★★	↓★★★
Auto Sales (New)	A	★★★★	★★★★	Materials Handling	D	★★★★★	★★★★★
Auto Sales (Used)	E	★★★★	★★★★	Meats	C	★★★★	★★★★
Auto Service & Parts	B	★★★★★	★★★★★	Medical and Dental Care	C	★★★★★	★★★★★
Auto Tires	E	★★★★	★★★★	Metal Containers	E	★★★★	★★★★
Baking	D	★★★	★★★	Metals (Non-Ferrous)	C	★★★	★★★★
Banks (Revenue)	E	★★★★★	★★★★★	Motion Pictures	E	↓★★★	↓★★★
Beer	C	★★★	★★★	Musical Instruments	G	★★★★	★★★★
Boating	D	★★★★★	★★★★★	Office Equipment	C	★★★★★	★★★★★
Building (Heavy)	A	★★★★	★★★★	Oil Burners	E	★★★★	★★★★
Building (Residential)	C	↑★★★★	★★★★	Oil (Cooking)	G	★★★★	★★★★
Candy & Chewing Gum	E	★★★★	★★★★	Oil Equipment	D	↑★★★★	★★★★★
Canned Fruits & Vegs.	E	★★★★	★★★★	Packaging & Containers	E	★★★★	★★★★
Cereals	G	★★★★	★★★★	Paint	E	★★★★	↑★★★★★
Chemicals	A	★★★★	★★★★	Paper & Products	C	★★★★	★★★★
Cigarettes	C	↑★★★★	↑★★★★	Personal Care	D	★★★★★	★★★★★
Cigars	G	★★★	★★★	Photographic Supplies	G	★★★★★	★★★★★
Clothing (Men's, Women's & Children's)	A	★★★★	★★★★	Plastics	E	★★★★★	★★★★★
Coal (Anthracite)	F	★	★	Plumbing & Heating	C	★★★★	★★★★
Coal (Bituminous)	D	↓★★★	★★★★	Printing & Publishing Equip.	F	★★★★	★★★★
Coin Machine Sales	D	★★★★★	★★★★★	Radios	F	★★★★★	★★★★★
Commercial Printing	E	★★★★	★★★★	Railroad Equipment	D	↓★★	↓★★
Cosmetics	E	★★★★★	★★★★★	Railroads	B	↓★	↓★★
Cotton Textiles	A	★★★★	★★★★	Refrigerators	E	★★★	★★★★
Dairy Products	D	★★★★	★★★★	Restaurants & Bars	A	★★★★	★★★★
Department Stores	A	★★★★	★★★★	Restaurant Equipment	E	★★★★★	★★★★★
Diesel Engines	G	↓★★★	↓★★★	Rock Products	E	★★★★★	★★★★★
Dinnerware	E	★★★	★★★	Rubber Products	D	★★★★	★★★★
Drugs & Medicines	C	★★★★★	★★★★★	Security Financing	F	★★★	★★★
Dry Cleaning	E	★★★★★	★★★★★	Shipbuilding	F	★★★	★★★
Education	F	★★★★★	★★★★★	Shoes	C	★★★★	★★★★
Electrical Eq. (Industrial)	C	↓★★★★	★★★★	Silk Textiles	G	★★★	↑★★★
Electrical Eq. (Consumer)	D	★★★	★★★★	Silverware	G	★★★★	★★★★
Exports	A	★★★	★★★	Soap	E	★★★★	★★★★
Farming	A	★★★★	★★★★	Soft Drinks	E	★★★★	★★★★
Flour	D	★★★	★★★	Sports & Sporting Goods	C	★★★★★	★★★★★
Food Processing	A	★★★★	★★★★	Steel & Iron	A	↓★★	↓★★★
Furs	G	★★	★★	Sugar	E	★★★★	★★★★
Gasoline & Oil	C	↑★★★★	↑★★★★★	Surgical Equipment	G	★★★★	★★★★
Glass & Materials	E	★★★	↑★★★★	Synthetic Textiles	E	★★★★	★★★★
Government Procurement	A	★★★★	↑★★★★	Television	E	★★★	★★★★
Groceries	A	★★★★	★★★★	Toothpaste & Mouthwashes	G	★★★★	★★★★
Hardware	D	★★★★★	★★★★★	Toys & Games	E	★★★★★	★★★★★
Hotels	D	★★★★	★★★★	Trailers (Auto)	G	↓★★★	↓★★★
House Furnishings, Floor Coverings, Furniture, etc.	B	★★★★	★★★★	Travel & Vacations	A	★★★★★	★★★★★
Household Products (Misc.)	C	★★★★	★★★★	Travel Overseas	D	★★★	↑★★★★
Imports	C	★★★★★	★★★★★	Trucks	D	★★	★★★
Instalment Financing	C	↑★★★★	↑★★★★	Utilities (Electric)	C	↑★★★★★	↑★★★★★
Insurance	A	★★★★	★★★★	Utilities (Gas)	D	★★★★	★★★★
Jewelry & Watches	E	★★★★	★★★★	Utilities (Telegraph)	G	★★	★★
Laundries	F	★★★★	★★★★	Utilities (Telephone)	C	★★★★	★★★★
Liquor (Alcoholic)	C	★★★★	★★★★	Vacuum Cleaners	G	★★	★★★
				Washers (Household)	F	★★★	★★★★
				Woolens & Worsteds	D	★★★★	★★★★

Note: Future Sales Ratings are especially copyrighted by SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N. Y.

erupting. (This seems ever-present, but from all that appears evident the Russians do not want such a war any more than we do; the consequences seem to be clearly realized and dreaded throughout the world.)

The possibility that intense competition and profit margin shrinkage will put many people out of business. (This is feared by many and will happen to some, but that's normal in an aggressive, progressive country like the U. S. We have been living in this vise for many years and through it all has emerged the strongest industrial and product-distributing nation in the world, with necessarily superior products and ingenious, vigorous advertising and selling bringing prosperity to the great majority.)

Why Ratings Rose . . .

Building (Residential):
Government is taking extreme steps to ease home building finance, in response to large backlog of needed new homes. The market is estimated at over seven million couples and only one million homes a year are being built. Increase of one star raises near term to four stars.

Cigarettes:
Further fine progress in filter developments, subsidence of health scares, and strong promotional programs point to sales increases; near- and long-term ratings raised to four stars.

Gasoline & Oil:
With record-breaking numbers of cars and trucks on the road and more and better ones constantly being turned out, and with home heating with oil also on the rise, 1958 rating is raised to five stars.

Glass & Materials:
Expected improvement in home building, as well as schools, churches, hospitals, etc., will raise demand for glass; new long-term rating four stars.

Government Procurement:
Stimulated by Russian success with missiles, Government spending must increase; long-term rating raised one star to four.



"Methods may be different in 1960 from the old days, Perkins, but we still check expense accounts in the same old way."

Installment Financing:
Scheduled for pickup as borrowing rates ease with the loosening money rate policy of the Federal Reserve Board. Near- and long-term ratings up one star each to four stars.

Luggage:
Increased demand likely as sales staffs increase with larger promotional activity scheduled for 1958; improved personal demand also likely as fine new lines are offered in an economy with good buying power. Long-term rating up one star to three stars.

Oil Equipment:
Increased oil needs of the nation as more cars, trucks, oil burners, diesel engines, etc., come into being, require more production and production machinery; near term raised to four stars.

Paint:
Higher home building scheduled for 1958, as well as increased modernization expenditures sparked by industry-wide campaigns entail increase of 1958 rating to five stars.

Silk Textiles:
Demand is gradually improving as a quality material in upper price brackets for neckties, scarves, etc., though it comprises a very small part of the huge textile industry. Long-term rating raised to three stars.

Travel Overseas:
Increased leisure time under expanding policies of paid vacations and longer vacations, attractive new and larger promotions of overseas resorts and shiplines, bring increased rating for 1958 to four stars.

Utilities (Elec.):
Steadily rising use of equipment in the home and in industry requiring use of electric current pushes potentials for 1958 up to strong new highs. Near- and long-term ratings each raised to five stars.

Why Ratings Decreased . . .

Reduced ratings are indicated by the down-pointing arrows on the tabulation page of Future Sales Ratings. These include: coal, diesel engines, electrical equipment (industrial), machinery (industrial), motion pictures, railroads, railroad equipment, steel and iron, and trailers.

These decreases are explainable uniformly in each instance and should not be viewed as pessimistic signs; i.e., the comparative records of these industries in the preceding year are so high as to make it more difficult now to attain great sales gains over them. **The End**

IT'S YOUR MONEY

that's being wasted at the rate of $13,700,000 a day

at a time when our country needs every available dollar for missile development

You, as a taxpayer and a businessman, have a big stake in the recommendations of the bipartisan Hoover Commission. *Sales Management* believes it will pay you well to know more about it . . .

In 1953 Congress, acting unanimously, asked twelve men to:

1. Recommend ways to make the Executive Branch operate more efficiently and economically (more like a business).
2. Recommend the elimination of non-essential services in competition with private enterprise.
3. Propose broad and original policy changes that would reduce waste; improve government efficiency — including Constitutional amendments if necessary (just as a business changes policies to cope with the economic facts of life).

This Hoover Commission, working with 19 "task force" research committees composed of 200 volunteer experts, many recruited from business, developed 314 recommendations, of which 156 have been adopted.

Billions have been saved. But what happens from now on can release vast additional funds for today's urgent needs. Congressional action in the early months of 1958 depends — more than you think — on you.

How to keep informed

You, as a business man, are eligible to become a member of the Citizens Committee for the Hoover Report, a non-profit, bipartisan organization with thousands of volunteer members. These citizens, in and out of government, represent the only force organized to follow through on Hoover Report recommendations. You can do your part by joining with thousands of other business men as a member of this Citizens Committee.

There is no need to tell you, a responsible citizen and business man, the danger of letting billions of dollars go down the drain by default.

There is a need, perhaps, to inform you through your own business magazine what *you* can do . . . in your own business, in your own community . . . to help cut government waste. For this reason we, as a member of *Bill Brothers Publishing Company*, feel a deep responsibility to keep you informed. If you would like to become a regular member of the Citizens Committee for the Hoover Report, use the coupon below. There's no obligation . . . except as you may elect to aid in this important effort.

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. . . but it takes humans to design and manufacture the uncanny Nike missile. And Aircraft and Missiles Manufacturing fulfills the human need for sifted-out, concentrated data, gathered in one publication for this specific purpose.

That's the whole purpose of the new Chilton publication, A&MM. It provides essential information in detail on such subjects as metals and alloys, new design applications, production techniques, component reliability. All sorely needed by practical design engineers, production and procurement executives.

We asked the men you want to sell...

In a nationwide personal interview survey, aircraft and missile manufacturing men said the facts that they sought were hard to find—a bit here—a bit there—in general industrial and metal working magazines—in production publications—in small segments of aircraft books. And they said that general news about the aircraft and missile business was not enough. They need "down-to-earth" information to design and build operational units from theoretical dreams.

Now A&MM answers the marketing problem

A&MM reaches a carefully screened group of over 15,000 manufacturing personnel, selected because they have practical specifying and buying powers. A&MM reaches the manufacturers of aircraft and missiles as well as the manufacturers of accessories, parts, components and sub-assemblies.

Circulation is directed to: the men in engineering concerned with "design for producibility" (45%); the key men in production responsible for tooling, welding, forming, finishing quality control, materials handling, assembly and component installation, et. al. (45%)—plus procurement and administrative men (10%).

Editorial aimed at the men you must sell

Solid editorial matter that practical missile and aircraft men *must* read to do a better job. A&MM fills the wide gap between general publications that have a sprinkling of content of interest to these men and the aircraft and missiles publications that offer little in the way of practical design and production. A&MM will publish the first adequate coverage of such industry subjects as: "Design for Producibility", "Ramjet Combustion", "Design for Safety", and "Materials for Future Design".

Remember, *if you want to reach over 15,000 men actually responsible for building aircraft, missiles and components—the men who specify and buy—you can reach them best in AIRCRAFT AND MISSILES MANUFACTURING.*

AIRCRAFT AND MISSILES MANUFACTURING

A Chilton Publication, 56 & Chestnut Streets, Philadelphia 39, Pa.

Illustration courtesy of Eastern Industries, Inc., manufacturers of aviation pumps, electronic cooling and refrigeration units, pressurization units, and hydraulic power units.



"WHEN I CAME TO WORK FOR HAMILTON I was wearing a 20-year-old Longines!" That's Rufus Fulton, v-p—marketing, speaking. What he means is this: He was the type of guy who didn't buy a watch because he had a watch. Now he works on people who are like he was.

Hamilton: Time Was of the Essence

- Sales were down
- No one was sure what people wanted in watch styling

By HARRY WOODWARD

As you read this, a local jeweler is presenting a Virginia housewife with a magnificent $5,000 pendant watch—first prize in a Style Preference Contest tailored by the Hamilton Watch Co. to fit some exacting requirements.

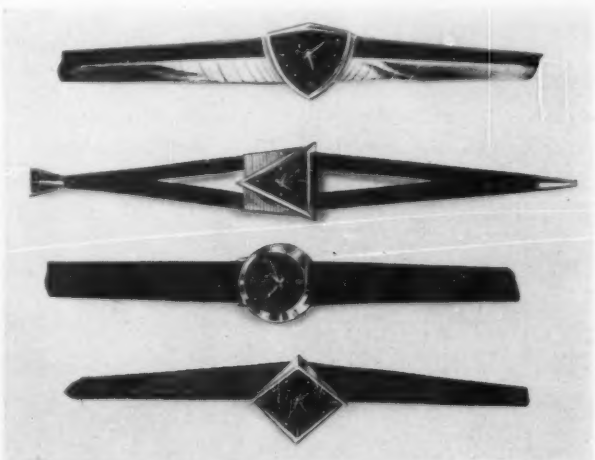
Out of the contest, which siphoned off $100,000 worth of the company's watches, Hamilton got—for what it terms "peanuts"— enviable results:

1. It enticed hundreds of thousands of people into jewelers' showrooms, got them to look at what has been happening to watch styling.

2. Got a line on what people *want* in watch styling.

3. Reaped a haul in advertising dollars — far beyond what the contest cost Hamilton.

This contest is only one of the fruitful activities developed by Hamilton's alert new management team which has been rethinking the company's research, marketing, promotion ideas. Under the direction of Hamilton's president, Arthur B. Sinkler, a Main Line-Philadelphia aristocrat who was an English major at the University of Pennsylvania and spent three years in the mortgage department of a Philadelphia bank, the company has produced the Sputnik of the watchmaking industry, the revolutionary *electric* wrist watch introduced exactly a year ago. Sinkler—who couldn't get a job with Hamilton until, on his own, he took a flier as an unpaid student in the company's watchmaking school—has diversified his company's operations, surrounded himself with a team of young executives who are full of ideas and question anything that's "been done before."

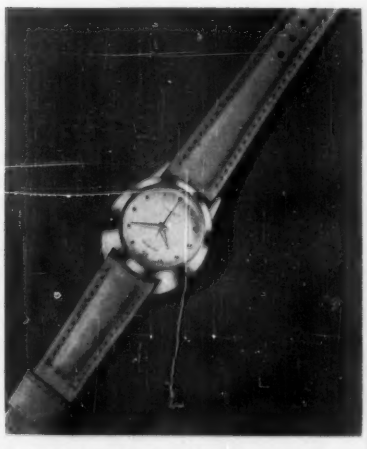


STYLING is the watch-word. These are new in Hamilton's line.

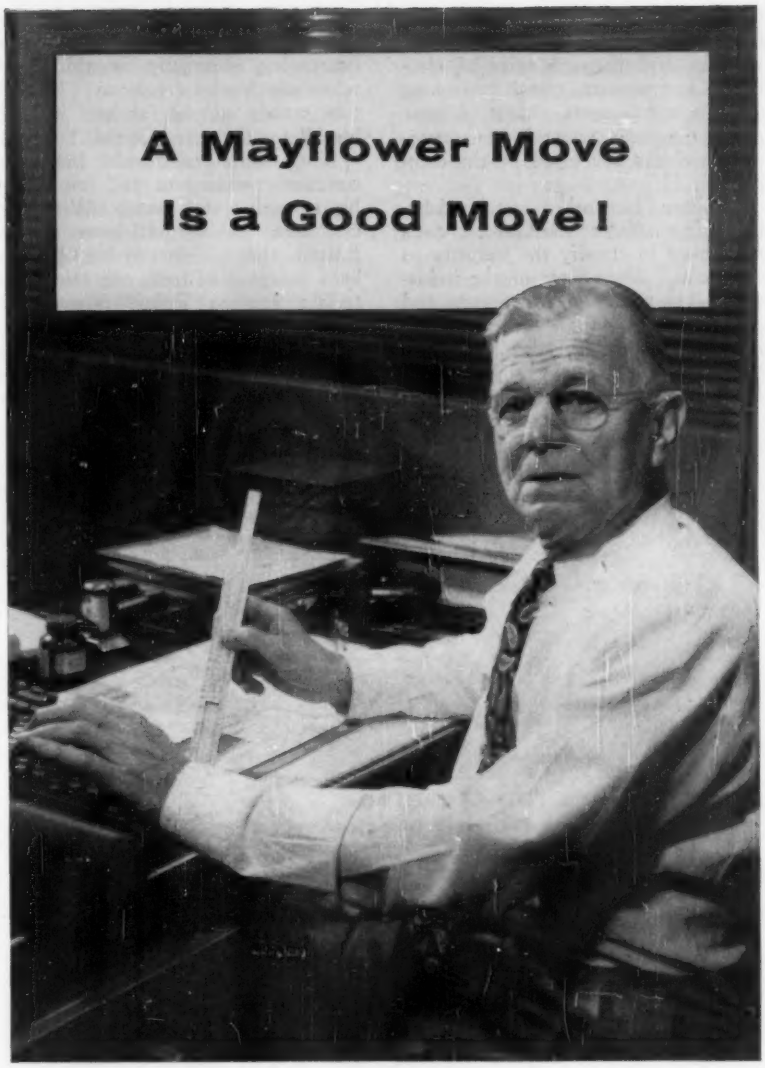
In the past few years Hamilton has fanned out from its Victorian, meticulously kept headquarter buildings in Lancaster, the heart of the Pennsylvania Dutch country. It has a subsidiary in Stamford, Conn., The Ralph W. Biggs Co., that produces custom-made diamond watches, intricate die work. In East Petersburg, Pa., it has facilities for the mass assembly and loading of Army and Navy time fuses. A major unit in the main plant, the Allied Products Division, was formed in 1953 to handle increased volume of business that arose for precision services other than watches. The farthest-flung Hamilton operation is the Hathaway Instrument Co., Denver, Colo. Acquired in 1955, this firm produces an assortment of electric and electronic measuring and control equipment such as oscillographs, electric gauges, seismographs and aircraft testing instruments, among other things.

Diversify and Stay Healthy

Sinkler knew that for Hamilton to remain healthy it would have to diversify its operations. The American watch industry, while not ill, isn't in the pink of condition and hasn't been for some years, due largely to Swiss imports. And even Hamilton—which in 1956 earned a net of $1,544,049 (or $3.98 a share) and finished 1957 "down in earnings but decently in the black"—has, over the past few years, begun to use Swiss movements for part of its lower-priced line. What percentage of total watch output uses foreign movements is a secret Hamilton jealously sits on. The closest you can get to a definitive answer is this, from Sinkler: "During the fiscal year 1956, only 50% of the total sales dollars resulted from the sale of domestically manufactured



THE ELECTRIC WATCH: Hamilton's pride, is selling well.



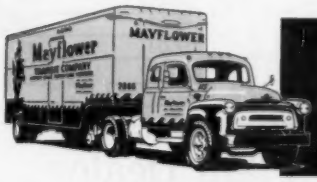
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watches. The remainder was accounted for through sales of imported watches and through sales of electronic instruments, metals-processing services, components, timers, defense production and research, and automobile clocks developed by the company."

Hamilton, like other watchmakers, has long chaffed at the Government's reluctance to classify the industry as "essential." Since most of the industry makes precision instruments and performs other delicate defense work, its position has seemed to many to be reasonable. Rumors suggest that a decision will be reached within the next few weeks. A decision in favor of the industry would be enormously heartening, especially at this time when watch sales are down. (Hamilton stands almost alone "in the black" for the year just past.)

Since war's end Sinkler has been constantly adding to and improving his executive staff setup. With the assistance of Virginia-born Rufus Fulton, the v-p—marketing, he has been bringing in fresh executive material: Stephen Fedor, director of merchandising; Richard T. Arnold, who is "Steamer" Fulton's assistant; William T. Bell, director of presentation sales; Henry M. Tovar, sales promotion manager; Edward L. Jones, consumer advertising manager; Robert J. Gunder, director of advertising and sales promotion; Henry S. Tholen, director of sales and M. N. Rivenburg, marketing research manager. A big staff. And, for the most part, young. It reports directly to Fulton, who coordinates and directs individual departments.

It was this staff which, early last spring, sat down together to decide how certain necessary objectives could be best achieved. One "must" was market research, an ear to the ground where consumer watch tastes are concerned. Another was to shake up the jewelers who handle Hamilton watches. A third was to expose the public to Hamilton's new styling, its new products.

Incentive Needed

The watch industry has the same problem that besets the men's clothing industry: Because men's clothing changes so little in styling over long periods men aren't "shamed" into buying new suits. The old one, thinks the average man, is good until it literally drops to pieces. So with his watch: A young man, given a watch when he graduates from college at 22, as often as not is still wearing the watch at 40.

But watch-styling *has* been changing: New watches are slim, easier to read, better to look at. And Hamilton now makes watches—aside from the electric ones — that are, to the man-on-the-street, radical indeed. One, for instance, looks like a semicircle. Others have black faces, gold rims and hands and wrist bands to match. How to get people to see these watches? How to find out what



You can sell it everyday in the Cleveland PLAIN DEALER

The only Cleveland Newspaper that sells the city and the 26 adjacent counties

Here's how the Cleveland Market sells 4½ BILLION DOLLARS			
COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	2,247,897	1,999,804	4,247,701
Retail Food Sales	549,318	484,163	1,033,481
Retail Drug Sales	85,930	55,457	141,387
Automotive	382,082	390,920	773,002
Gas Stations	120,031	157,081	277,112
Furniture, Household Appliances	124,695	102,572	227,267

(Source, Sales Management Survey of Buying Power, May 10, 1957)

*Akron, Canton and Youngstown's Counties are not included in above Sales.

The Cleveland Plain Dealer

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco and Los Angeles. Member of Metro Sunday Comics and Magazine Network.

The New Concept of Marketing

"The basic principle of the new marketing concept is that what is good for the customer is good for the company . . . Whatever is needed to uncover our customers' needs and wants and to translate such needs into an action program which will place the resulting products into consumer hands, comes under the banner of 'Marketing.'"

Nathan S. Ancell, President Baumritter Corp. before National Association of Furniture Manufacturers

people thought of them after they'd had a look?

The more the staff kicked the idea around the more a contest seemed indicated—one that would wrap up all the elements. After the basics of the contest were roughed out the staff continued to hold almost daily meetings to smooth off the edges, to get as much mileage out of the idea as possible.

As Steamer Fulton puts it: "Contests are a dime a dozen. We insisted that Hamilton's be as carefully organized and as efficiently run as it was humanly possible to make it."

Hamilton has some 10,000 dealers. And to make sure that they promoted the contest to the hilt, Fulton and his staff worked out some ground rules. In order to participate a dealer had to:

1. run 60 inches of newspaper advertising devoted to the contest, either in one ad or in a series;

2. mail out at least 2,000 pieces of contest literature;

3. get 100 or more completed entry forms.

Hamilton sold the contest literature to dealers at cost: $40 for 2,000 pieces. The contest opened on Sept. 1, closed Oct. 31. Throughout this two-month period — and during the planning stages — Hamilton had the counsel of The Reuben H. Donnelley Corp., which handled the judging.

Staff Debates a Hot Issue

One member of Fulton's staff went to the mat over an issue on which Donnelley gave him backing. Henry Tovar, sales promotion manager, wanted to see a guaranteed winner from each dealer who completed his part of the contest. Fulton felt this would place a hardship on Hamilton; that the company would be handing out extra watches in carload lots. But Donnelley said that with 100 entries, chances of having a winner for one of 1,400 prizes were high.

So the thread of a guaranteed winner was woven into the contest. This brought forth an unheard-of response among dealers. Hamilton got a 25% participation. Not all, of course, were able to fulfill all of the contest's conditions. Fulton then worked out a deal whereby dealers who had met all conditions except the one requiring 100 contestants, could buy, at cost, a watch to use as a special prize.

Fulton was adamant on one point —that each contestant be exposed not once but twice to the Hamilton line. So each contestant had to make two trips into his local jeweler. The first time he had to pick up his contest blank ("Complete in 25 words or less: 'The Hamilton watch I prefer is The . . . . '") and inspect the line. The second time he returned the entry blank to the dealer.

To get off to a flying start, Hamilton used *Parade, This Week* and *The Family Weekly* (running in 250 Sunday newspapers) and 12 independent Sunday supplements on September 15, to tell the story of the contest. And it used a five-page insert in *Coronet's* October issue.

Dealers were sent, as the opening salvo, an announcement giving all details of the contest with instructions on how to participate. Next, a few days later, the dealers were sent a reminder. And, finally, a third mailing called dealers' attention to the deadline for planning participation.

Each participating dealer received a contest kit containing mats, window streamers, cardboard counter units, lapal cards, entry forms, literature, re-order cards, a confidential store manager's guide and radio spot announcements.

And the follow-up, at contest winners' time, is just as impressive. In the first place, Hamilton stays out of the act. The local dealers are announcing the winners. Hamilton's only part in the last chapter is informing the dealers who has won and providing the prizes. And Hamilton will send special stories to local newspapers where there is a winner in the paper's area.

As far as Hamilton is concerned nothing but nice things came out of the contest.

Recently, Fulton was sitting at lunch with several members of his staff. A comfortable little silence had fallen over the table. Henry Tovar took a sip of coffee and addressed himself to Fulton.

"Steamer," he said, "we got the report on the number of guaranteed watches we'll have to cough up."

"Well," replied Fulton, "I'll bet it was bigger than you thought."

"It wasn't the figure you thought, though, Steamer."

Fulton shifted in his seat. "Good Lord, man," he bellowed. "How many was it?"

Tovar worked hard to look serious. "Four," he said. "Four, Steamer."

The End



"Two years ago they'd of fired me for goofing off. Now they promote me for 'creative thinking'."

The newsgathering service

...ACB will capture, tabulate and deliver all advertising you specify appearing in daily/Sunday newspapers

Any ad that runs in any newspaper is important business news to many men in distant cities. And it's ACB's job to supply such news.



It's big news to a manufacturer when his dealers in Tallahassee or Walla Walla or Oshkosh use his mats and push his line; and **this ACB can tell him!**

It is news—essential news—when retail stores drop a manufacturer's advertising and push his competitor's brands. The trade papers he reads will not report it but, **this ACB can tell him!**



The news wire services will never hum with the fact that the Abilene Emporium is running a close-out sale on Domestic Art housedresses. But it is "scoop news" to a certain salesman who is working Nebraska this week, and **this ACB can tell him!**



The newscasters will never tell him but it's news to a salesmanager when the Tulsa branch first shows signs of an alarming drop

that INCREASES SALES



in retail advertising support; or that the competition is plastering the area with nationally released ads. And it's news to the Omaha Division Manager when Colorado merchants do not support his new salesman with ads. All these things, **ACB can tell him!**

It's news to an advertising manager when competition is testing out new copy slants; or pilot runs on new products . . . when substitutes are invading his market . . . when price-cutters are at work . . . when unauthorized vendors enter . . . when name or trademark infringement appears . . . when retailers give him gratis advertising . . . when his co-op allowance is not being used . . . when retail stores bend or break his co-op contract . . . this, **ACB can tell him!**





In all this newsgathering, ACB charges are reasonable. Coverage can be from as little as one month in one city on up to continuous nationwide coverage with never a change in basic rates. There are a dozen choices of coverage, such as: by sales territories; by cities of a certain size; by price of product; etc.



Full information on ACB's 14 Services in our 48-page catalog sent on request, or contact our nearest office.

ACB *The*
ADVERTISING CHECKING BUREAU, INC.

New York (16) 79 Madison Ave. • **Chicago** (3) 18 S. Michigan Ave. • **Columbus** (15) 20 South Third St. • **Memphis** (3) 161 Jefferson Ave. • **San Francisco** (5) 51 First St.

ACB READS EVERY ADVERTISEMENT IN EVERY DAILY NEWSPAPER

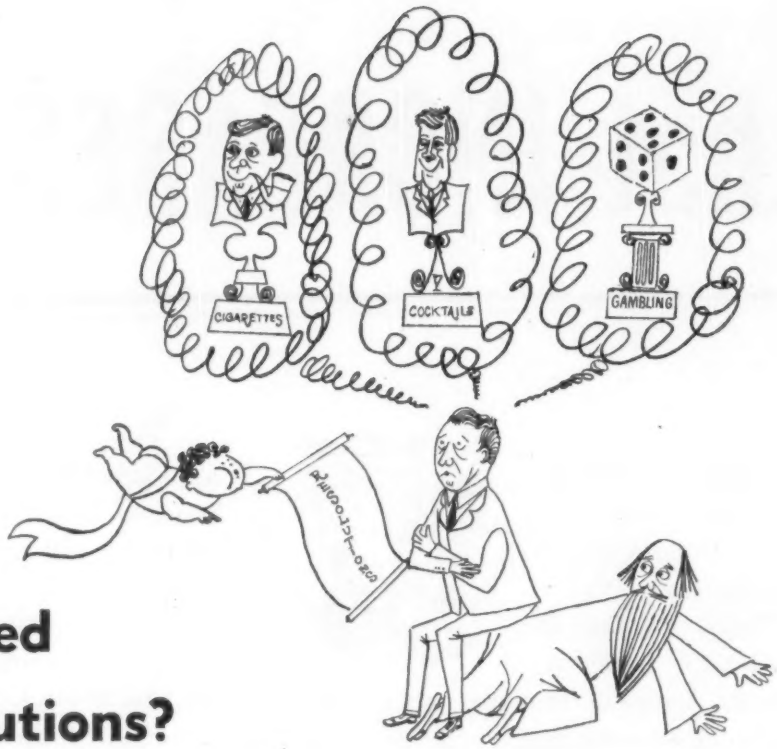
THE HUMAN SIDE

BY HARRY WOODWARD

Ring out wild bells, to the wide sky,
The flying cloud, the frosty light:
The year is dying in the night;
Ring out, wild bells, and let him die.

Ring out the old, ring in the new,
Ring, happy bells, across the snow:
The year is going, let him go;
Ring out the false, ring in the true.

—ALFRED, LORD TENNYSON



What Happened To Your Resolutions?

If you were foolhardy enough to take a crack at them again, are any of those noble gestures toward a better life with you still? Or did they fade away, the decisions that you would (a) give up cigarets, (b) stop having the second cocktail at lunch, (c) go to church more often?

If your earnest intentions went the way of all flesh you are in good company! People are so sensitive about broken New Year's resolutions that, to our amazement, we discovered New York City's huge, sprawling 42nd Street Public Library—one of the most enormous book collections in the world—has *not one treatise* on the subject. We called in one of the special library consultants who help confused searchers.

"Resolutions?" she asked. "Of course, we must have lots of material. Now let's see . . ."

In the end, after the consultant had called in a consultant, we gave it up. There was one book in all that library that dipped into New Year's customs. And it made no mention of resolutions. Even the *Encyclopaedia Britannica* pulls a blank on the point.

But if you mentally withdrew on New Year's Eve, and—in the midst of the cacophony — wondered why people carry on as they do during the first few minutes of a New Year, we *can* help you there:

When, in 46 BC, Julius Caesar revised the calendar and made January the first month of the year, it followed directly after Saturnalia, a period of traditional license and great rejoicing. Later, when Christianity began to get a foothold, the old custom of observing Saturnalia was opposed. The Council of Auxerre condemned it as diabolical. The Council of Tours required prayers and a Mass of expiation on New Year's Day. Dances were forbidden and riotous partying was considered a sin. But the old customs hung on. People went to Mass. And they continued to party.

Those noise makers you rattle, those horns you blow on New Year's Eve — they're a hang-over from the pre-Christian era of superstition. The ancients thought that evil spirits had to be frightened away with noise. Many early Christians believed the same about the Devil: The greater the noise the harder he ran—and the further. If you made enough racket on New Year's Eve he might not screw up his courage again for a whole year.

The old pagan practices continued through the centuries. Until fairly recently in Edinburgh, Scotland, for instance, any pretty girl found on the streets either on New Year's Eve or New Year's Day was fair game to be kissed.

The custom of making New Year's resolutions, obviously, stems from those early superstitions. With an old year dying, the time to make a fresh start was at the birth of a new.

On the Isle of Guernsey December 31 was marked by parading a crude dummy through the parishes and then burying it on the seashore or some desolate spot. The custom was called "burying the fag end of the year."

In Poland an image of Death, fashioned from straw and plaited hemp, would be carried through town and "drowned" in a pond. Today, still, in isolated districts of the Scottish Highlands, a picturesque ceremony is held before New Year's Eve: The decrepit old year is destroyed at the beginning of the Yuletide season. Later, a dummy called "the auld wife" is tossed into the fire. Those Scots frown on divorce. But they manage to get a few points over to their wives in subtle ways!

The most charming of the New Year's Eve customs we've been able to find is an ancient Rhineland one. In villages along the Rhine it used to be tradition to stage a battle between two local youths. One would be adorned with an ivy wreath, to represent Summer, on his brow. The other was clad in straw or moss, representing Winter. They would fight until Summer eventually downed his unwelcome rival. Tradition decreed that the Summer lad was always the bigger and heavier.

So, if you've broken your New Year's resolutions, take heart. The whole idea is probably a primitive throwback anyway. **The End**



DON'T SHOUT...

a prospect is trying to hear what you say

You OK an advertisement. It runs in the publications your prospects read. It shouts loud and well to attract their attention. Nobody responds.

What went wrong?

Maybe the ad shouted so loud prospects couldn't hear what it said. Like an announcer over the public address system at a carnival. The plain fact is that *business* advertising doesn't have to shout, shouldn't shout, and invariably does better when it talks quietly and sincerely to a prospect—man to man.

There's a reason for this. You may have 1500 prospects, or 15,000, but the only ones who will read your ad half as carefully as you do are the handful of prospects actively interested in your kind of product *today*—NOW—at the very time they run across your message.

Every farmer needs a tractor, and knows he'll have to buy another some day. But the farmer with money in the bank and a broken-down tractor in the middle of a ripe wheat field—he's the one who's going to study all the tractor ads that night, and react... and act!

It's essentially the same with *your* prospects, no matter what you sell. Talk to the men who need your product *now*, and tell them all they need to know about it. Not as many people will hear the noise, but those in the mood to listen will find your message and if your product sounds good, you'll hear from *them*.

THE SCHUYLER HOPPER COMPANY
12 East 41st Street, New York 17, N. Y.

Mark this market

on your list!

CENTRAL AND SOUTHERN ALABAMA is the home of 1,000,000 people in 35 counties—*one-third* of Alabama's population and retail sales!

You reach this big and growing market *only* through WSFA-TV's maximum-power VHF signal. You cannot cover it with any other TV station or combination of stations!

Mark Central and Southern Alabama on your list . . . and *buy* it with WSFA-TV!

WSFA-TV's 35 Alabama counties *

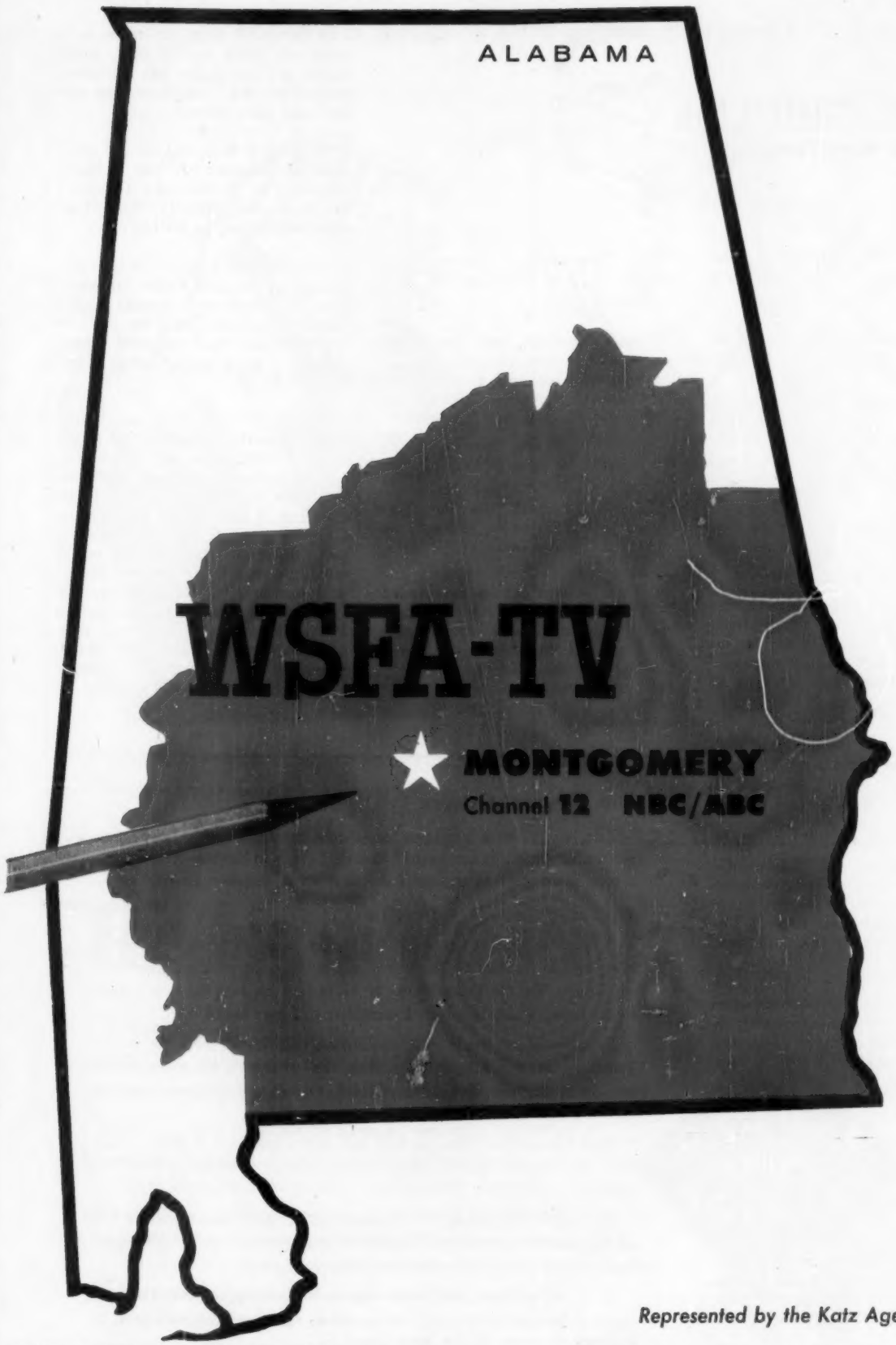
Population	**1,093,100**
Retail Sales	**$ 741,637,000**
Food Store Sales	**$ 184,927,000**
Drug Store Sales	**$ 21,859,000**
Effective Buying Income	**$ 1,062,690,000**

Source: Sales Management Survey of Buying Power, May 1957.

*WSFA-TV's 35 Alabama counties, including 29-county market area defined by Television Magazine 1957 Data Book, plus 6 counties which have proved regular reception. Does not include 3 Georgia and 3 Florida bonus counties.



The WKY Television System, Inc.



Represented by the Katz Agency

WKY-TV and **WKY** Oklahoma City

WTVT Tampa - St. Petersburg

THE SCRATCH PAD

By T. Harry Thompson



Let's start with a stopper . . . by El Producto cigar: "Say 'hello' to a good buy."

•

Perhaps the lowest category of all is: Music to give the commercial by.

•

Buried-Treasure Dep't: "It's a Taylor Wine . . . and you'll love it."—Headline used. Better headline buried in text: "The best things in life are three."

•

Bore: One who, when you ask him "How are you?", tells you.—*Cryptogram.*

•

Which reminds me: *Tide's* Lester Leber has caught cryptogram fever to the point of inventing one for his semi-monthly page . . . a slogan in code, with the solution to come in the next issue.

•

Honeymoon: A period in a girl's life where she adjusts to the shock of being alone with a comparative stranger vested with certain inalienable rights.

•

Hal Gettings, of Melbourne, Florida's, Radiation, Inc., wonders if a maker of toiletries for men might be called a "male-odor house." Yes, Hal, but he probably wouldn't cheer for it.

•

Bea Westcott, promotion-manager of Ocala's *All-Florida Magazine,* reports this sign on a display of garden-hose and sprinklers: "Dew it yourself."

•

In Texas, Sputnik would be a mere basketball.

•

Commenting on the why of red wallets for women, *Sunset Magazine's* Wally Simmons asks: "Ever look into their *purses?* Red stands out in that maze of 'absolutely essential' trivia they insist on carrying. P.S.—I make my wife carry a dark-blue wallet, but she still finds it too often."

•

Kudos to *Time* for its mailing: "The *Time*-reading Executive as seen by: (19 of America's top cartoonists)."

•

Virgil may have been the father of research at that. He said "Happy the man who has been able to learn the causes of things."

•

Slogan for Wilen Wines: "If it's worth while, it's worth Wilen."

•

You half expect the name of China's Hu Shih to be followed by an interrogation-point.

•

Schick brought out its two-headed "Powershave" while the World Series was on. Under those conditions, think I might have considered calling it the Schick "Double-Header." From the pictures, it looks like the slickest Schick yet.

•

A hangover from old times is to print the price as "$1.00," which parses as "one dollar and no cents" instead of "$1," which is "one dollar" and more sense.

•

When Bop Hope did his TV show from the Nouasseur air-base in North Africa, *The Philadelphia Inquirer's* Harry Harris cracked: "Bob Hope show has him up to his old treks."

•

The minute I ask: "What ever became of Jergens Violet Glycerine soap . . . translucent emerald with a fleeting fragrance?" I'll be asked in turn: "Where have you been lately? Jergens is going stronger than ever." So I won't ask.

•

Writes W. J. M. (no further identification): "It would be a fine idea to check up a bit before publicizing antique stuff as new and revolutionary. (Ouch!) Even your boosters, and I am one, will say so. Chrysler is *not* a patent philanthropist. Surprised *you* of all people wouldn't know that the push-button deal was on the Premier, Haynes, Apperson and other cars 'way back in 1923. Pioneered, patented, and marketed by Cutler-Hammer, the patents ran out in 1932 or 1933." There's more, but I now feel properly instructed . . . and humble.

The Crystal-Gazers

The last tin horn has been tossed into the trash-can the last Alka-Seltzer has pitted its fizz against that dull throb in the sub-occiput, and a page is on stage to announce the next act of the new season:

The Crystal-Gazers

What is it about a new year that makes prophets of us all? Nearly every tycoon with a title is asked to sound off in the metropolitan press on Where We Go From Here. If he hedges his bets, he won't have to eat crow, which is a mixed metaphor if I ever heard one.

By now, it is pretty well established that Russia beat us to the launching of the first earth-satellite. So what? With the German and Swiss scientists she commandeered, that should not have come as such a surprise.

Will Khrushchev press his luck and start a grass-fire in Syria? Only Old Nik himself knows, and our clear choice is to be as ready as possible.

The only clouds most crystal-gazers see on the business horizon are of the small or powder-puff variety. If the men and maids of marketing huff and puff a little, they can blow these away.

So let us address 1958 with native American optimism. There is much to be optimistic about. As a nation, God has been very good to us from the start. Happy New Year!

How to ship swiftly—and save!



When shipping slowed down and his costs rose too high
The Chief hit the warpath with rage in his eye



Now he puffs on a peacepipe and ships without fuss—
He calls **RAILWAY EXPRESS** *for economy-plus!*

The big difference is

Check your shipping ledger. If you're paying extra for pickups, deliveries, or insurance ... you're carrying too many "red ink" entries!

When you ship by Railway Express, you pay *one fixed charge* from pickup to delivery, within vehicle area limits. That's all. No hidden costs or extra charges. What's more, you get coverage no other company can match—Railway Express reaches some 23,000 American communities.

And now, with Railway Express' new *World Thruway Service*, you can speed shipments to and from almost anywhere in the world! So, whether you're sending or receiving, here or abroad—always call Railway Express, the complete rail-sea-air shipping service.

RAILWAY EXPRESS AGENCY

safe
swift
sure

Coming: Biggest Sales Meeting Ever

- 1958 Tele-Sell is scheduled for 62 U.S. and Canadian cities
- Audiences of 100,000 on three nights are now expected
- Topics: general selling, retail selling, and supervision

When Arthur H. (Red) Motley, president, *Parade,* and former chairman, National Sales Executives, Inc., steps before the closed circuit TV cameras in New York at 7 p.m. on Tuesday, March 4, some 100,000 men and women in 58 U. S. and 4 Canadian cities, who have paid $600,000, will expect one of the world's greatest living salesmen to deliver full value in the largest single sales training package ever devised and sold.

Will each salesman get his $6 worth ($18 for all three sessions)?

Before Motley opens the sales training meeting with his familiar smile and "Hi," he and his associates in 1958 Tele-Sell will have invested a minimum of $620,000 — $10,000 average per city — to get the show on camera.

The 1957 Tele-Sell drew 30,000 salesmen in 34 cities on each of two nights. Some 26,000 salesmen filled in IBM "meeting reaction" cards and rated the meetings "excellent" (30.2%), "good" (49.9%), "fair" (15.5%).

This year's Tele-Sell, scheduled for three nights, March 4, 5, and 6, will center on "problem solving through research" to meet the "challenge of change in selling!" The areas to be covered include: motivational, economic, psychiatric, work simplification, depth psychology, and creativity research.

The first night, March 4, will project these concepts into the field of general and wholesale selling.

The second night, March 5, will show how these research findings help to solve the problems of retail over-the-counter selling.

The third night, March 6, called Tele-Manage, will concentrate on "making of decisions in the management function."

Richard C. (Dick) Borden, sales consultart, is writing the scripts for the first two nights. He is co-author of the famous Borden & Busse sales training films.

The script for the third night, Tele-Manage, is to be created by John L. Shirley, president, Visuals Division, Communications Institute of America, Inc., the corporation which owns and manages 1958 Tele-Sell.

Tele-Sell, as seen by founders, Morris I. Pickus, chairman, and Motley, who is consulting director this year, is designed:

- To improve the working ability and productive capacity of sales and management personnel.
- To help expand and vitalize the overall economy through the use of more efficient selling and management methods.
- To interest youth in the profession of selling — and show them the importance of management and management functions.
- To give professional business groups a major worth-while project that will help develop their communities and themselves.

The program this year is planned to get every member of the audience into the "act." Audience participation is to be secured through six "skill score sheets."

Motley and Borden alternate as emcees.

Motley will conduct Mike Wallace-type interviews with each of six nationally known research leaders. Following each of these interviews, Borden will guide audience participation as he "inventories" the basic selling skills related to the particular research disclosure just made in the interview with Motley.

Before Borden closes discussion on one skill and moves to the next, he will introduce a colorful case example dramatization that will help the 100,000 people in the audience to decide whether to check a plus or a minus in the boxes on the skill scoring sheets.

The program is to end with reemphasis of the opening theme: "Salesmanship is *not* static."

Ticket sales are being handled by sales executives clubs, advertising clubs, and Junior Chambers of Commerce. Out of the price of $6 per ticket for each of the three sessions, each club will receive $2. So it is possible for the participating clubs to gross $600,000 which they can use for their own purposes. **The End**

Small Cars For Small Brewery For Large Orders

In Philadelphia the William Gretz Brewing Co. brags that it is the city's *smallest* brewery. And to point up the fact, some smart public relations-minded executive has just bought a fleet of small foreign cars for use by Gretz's sales staff.

Gretz has bought 11 different makes and models of pony-sized cars to tie in with the company's advertising theme, "quality—not quantity." The tiny cars—Alfa-Romeo, MG, Saab, among others, and one American product, Chevrolet's Corvette, all bear big Gretz signs emblazoned on their doors. The salesman will use the cars to make their daily rounds. Says Karl L. Gretz, brewery general manager: "With the rapid and enthusiastic increase in small car interest throughout the country, we're certain our fleet will attract considerable and favorable attention."

Gretz introduced its new fleet in a sort of brewery parade, on Nov. 29 and 30, when large Thanksgiving and Army-Navy football crowds were on the streets. And it is using daily newspaper and radio schedules to keep Philadelphians on the alert for the Gretz Fleet.



Does specialized business publication advertising help salesmen?

No one is in a better position to give a hard-boiled, practical answer to this question than the men who spend their working lives on the sales front... the men the ads are supposed to help... the men who sell.

Here is the statement of a salesman who knows what advertising does for him when it appears in the industrial, trade or professional publications that serve the specialized markets to which he sells:



W. A. Beach
Black & Decker Mfg. Co.
sells to wholesalers and retailers

says Mr. Beach:

"We have to sell our product first to the wholesaler; then help him sell to the retailer. We do a lot of missionary work. We make calls with the wholesaler salesmen and we run dealer and clerk training clinics in which we try to help the dealers improve their merchandising.

"Our trade advertising in publications read by the wholesaler and dealer, works with us along those same lines. In other words, it's like having an additional sales representative in each territory constantly calling on the dealers and wholesalers. Every time they open their trade books he tells them about our products and the special promotions we run to help them sell more. He works nights too, and calls on them at home when they're doing their reference work and planning. I know they do take their magazines home at night and read them. So, in effect, this 'salesman' works at night for us, and I do believe he finds them in a more receptive mood at that time.

"The greatest evidence that our advertising is out there doing a job and really paying off is in connection with the two large-scale promotions we do each year.

"For instance, right now we're working on our current Christmas promotion called 'The Bell-Ringer'. That was announced in September. Between the announcement and the Christmas selling season we must sell the wholesaler and then set up a schedule with each wholesaler to go out with his men and call on the trade and actually sell the deal to the retailer. You can imagine how tight our schedule is. In this short span of time we have to call on practically every hardware dealer in the territory. It adds up to a terrific number of calls and in order to get around, we just can't afford to give each dealer all the time we'd like to. In addition, it's extremely difficult to explain all the details on something like this Christmas promotion in the short time allotted each dealer.

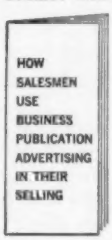
"We couldn't do it if the advertising wasn't in there doing part of the work for us. Believe me, it's wonderful to find that when you do call on a wholesaler or dealer you don't have to take the time to explain all the details, because he has already read about it in the hardware publications. In most cases he's ready to see the merchandise. We have the opportunity to close the sale in short order. Right now I'm engaged in making dealer calls with wholesalers' salesmen and I'd say that nine cases out of ten the dealers have already seen our ads on the Christmas promotion and are somewhat pre-sold on the deal. In fact, in most cases I've found that all I have to do is show him the merchandise."

Ask your own salesmen

what your company's business publication advertising does for them. If their answers are generally favorable, you can be sure that it is really helping them sell. If too many answers are negative, it could well pay you to review your advertising objectives—and to make sure the publications that carry your advertising are read by the men who must be sold.

How salesmen use their companies' advertising to get more business

Here's a useful package of ideas for the sales manager, advertising manager or agency man who would like to get more horsepower out of his advertising. Send for a free copy of the pocket size booklet which reports the successful methods employed by eleven salesmen who tell how they get more value out of their companies' business publication advertising.



You can be sure that more of your salesmen will use your advertising after they read how others get business through these simple methods.

The coupon is for your convenience in sending for your free copy.

NATIONAL BUSINESS PUBLICATIONS, INC.

NBP

...each of which serves a specialized market in a specific industry, trade or profession.

NATIONAL BUSINESS PUBLICATIONS, INC.
Department 11B
1413 K Street, N. W.
Washington 5, D. C. STerling 3-7533

Please send me a free copy of the NBP booklet "How Salesmen Use Business Publication Advertising in Their Selling."

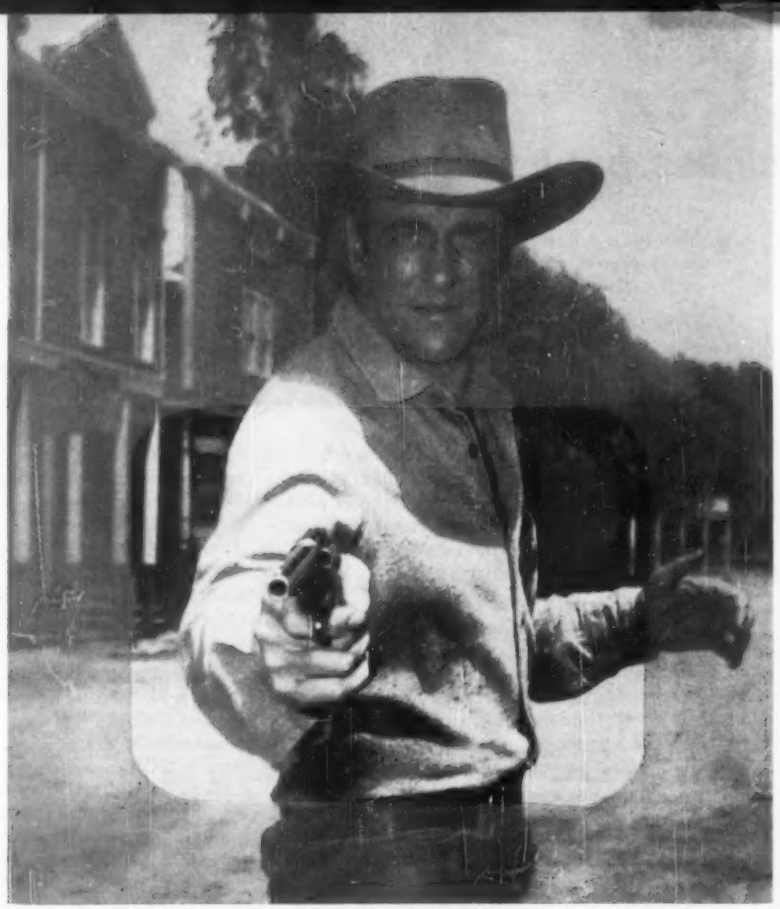
Name _____

Title _____

Company _____

Street Address _____

City _____ Zone _____ State _____



TV'S NO. 1 WESTERN: "Gunsmoke" (CBS-TV), starring James Arness.

Have TV Westerns Shot Their Guns?

Answer: "No." So say sponsors who are paying for almost 20 of them this season . . . and appear to be in a mood to buy a few more next season. Here's an interim forecast by networks and advertisers on next fall's TV programming.

By GEORGE F. HOOVER

If you're tired of watching the almost 20 TV Westerns now on the screens and look for relief next season; forget it. The shoot-em-up boys aren't ready for "Boot Hill" yet.

While asking representatives of advertisers, agencies and networks what the 1958-1959 TV picture will look like, SALES MANAGEMENT was told that even though fall plans are far from firm, the Western's popularity should hold overall. Several new offerings are already being planned to keep the cowboys riding predominantly over the 44 million plus TV sets in American homes.

The TV director of one of the medium's 10 top advertisers reflected: "There are too many tendencies among people to make broad generalizations which are pretty suspect. Everyone was saying there were too many westerns on TV this season. We bought one anyway and it's doing very nicely for us, as are all westerns. It may well be that the public will decide there are too many westerns; but the generalization that there are too many now just hasn't held up with the ratings."

And if *you* think there are too many westerns, you may find a qualified rebuttal from a top network official, Robert Sarnoff, President of the National Broadcasting Co., who recently stated:

"If you take all the westerns run on all the local stations and produced by all the packagers, syndicators and motion picture companies and add them up, then I agree there are probably too many westerns. But I can't speak for the television 'industry' since I represent only one network and I have no more control over what others in the industry do than *The New York Times* has over the *East Yolo Record*. As far as NBC is concerned, we have three, or four. . . . This is about 12% of our total nighttime schedule and it doesn't create any program imbalance. All four, incidentally, have happy sponsors and big audiences. Next season we might have one or two more, or one or two less. It's too early now to tell."

Hubbell Robinson, Jr., executive vice-president in charge of network programming for CBS-TV, told SALES MANAGEMENT: I don't think the good westerns will die. Like anything that's *good,* the good western will survive. I'm always surprised at trade people who show amazement at the success of westerns on TV. They were the staple of the movies for years. When picture people turned to TV, they instinctively turned to westerns and they have become just as stable in our medium as they were, and are, in theatres.

CBS (billing leader of the three nets) has three top ranked westerns. They are "Gunsmoke" (the highest rated western), "Zane Grey Theater" and "Have Gun Will Travel." Robinson says: "I don't think there is any reason for us to be ashamed of w. terns and I don't think they're horrible for TV. The really good ones are actually *serious* studies of men and situations, not just pictures of good and bad guys riding around and around."

Looking ahead to next season an authoritative source says westerns will still be a big factor on ABC. He said that while some westerns will hit the dust, most of ABC's, such as "Maverick," "Cheyenne," and "Wyatt Earp," will hold up. He doesn't look for as many westerns overall in '58 and '59 though.

One network TV program director sees a resurgence of video comedy next season, and he's got plenty of support from others well involved in the industry. This network official says that, with the exception of Jack Benny, Red Skelton is the only top banana working before the cameras with success this year. He thinks the public will be ready to welcome more of them back next fall and with some sponsors fighting to stay out of westerns, this may be what they're looking for.

ABC will be the vanguard of this movement. January 26 the net is reuniting Sid Caesar with Imogene Coca on a regular show.

One of the top "stand-up" comics who may be in demand for next season, according to a vice-president of one of the top five agencies in TV billings, is Red Buttons. Buttons was a hit then a flop on TV several seasons ago but his career has catapulted again following a good role in the movie "Sayonara." This agency exec also thinks Jack Paar, now star of NBC's "Tonight," may be wanted for an earlier weekly slot come the fall. With the success he has brought "Tonight," however, he may not be available.

Hubbell Robinson says: "Everybody is looking for live comics. But finding them is something else. Anyone who is going to survive will have to be better than anyone previous." He foresees "practically a wholesale demise" of TV musical shows.

While most people agree that guns will still be smoking and that the comics will be back, uncertainty seems to reign about next season's programming on the whole. One ad agency executive thinks: "Next season will probably look pretty much like this one, but right now it's too early to tell."

Many sponsors, networks and agencies are too busy doctoring their current TV fare to concentrate now on next year's programming. *Variety,* the show business weekly, headlined a Nov. 27 article: "This Season Hurting '58-'59? . . . Current Snafus Hold Up Pilots."

The story, by Murray Horowitz, began:

"Late pilot buying, resulting in insufficient time for the producer to

Nielsen Confirms Westerns Shooting Up Competition

When they stopped calling TV horse operas "Children's Programs," and produced them as "Western Dramas" aimed at adult audiences, guns began smoking and ratings began rising. Now, westerns have captured both the largest total tv audience (30.6) and average audience (29.0) according to the latest available program type comparison report furnished by A. C. Nielsen. Variety shows run a close second in total audience (29.0) but lag behind in average audience (21.7). Prediction: Gunsmoke (CBS-TV's top-ranking western), Wyatt Earp (ABC-TV), Restless Gun (NBC-TV) and the rest of the cowpokes will still be strong in 1958-'59.



No Sad Songs for Perry, But Frank Has to Work



The guy on the left is relaxed. The guy on the right isn't.

In 1955, NBC's Perry Como (left) took on Jackie Gleason, CBS' prize comedian, in a battle for the ratings. Como won and his Saturday night show has been in the top 10 TV shows since.

His success also brought work to a lot of other singers. Sponsors figured that if Como could do it, so could someone else. That's why at the beginning of this TV season, there were almost 20 musical-variety shows on the networks.

One of them is Frank Sinatra's, sponsored by Chesterfield on ABC. The network and the sponsor were pretty excited last year when they told the world that Sinatra would be back on TV. He's one of the hottest properties in show business. But on TV, he has been less than lukewarm.

Como's ratings on Saturday have been around 30. Sinatra's Friday ratings, around 15. Why the big difference? One TV executive says: "Sinatra's show has demonstrated that you can't film a variety or musical show. People want that live feeling like they get with Como. Sinatra's going to do his shows before audiences now and try to pick up his ratings. You'll find a lot of people in the industry connected with low-rated musicals watching to see whether or not Sinatra can improve. And if he does, they'll probably imitate him."

Sinatra's working hard to make the show "come alive." Chesterfield and ABC hope he succeeds.

Have TV Westerns Shot Their Guns? (continued)

realize the maximum potential in a series, appears on the horizon for next season's buying period.

"Lack of time is partially blamed for the less than good quality of many network berthed skeins this current season. The same 'wait and see' attitude appears to prevail along Madison Ave. now, and although everyone will acknowledge something should be done about it, no corrective steps of any overall significance are being taken."

Agencies and sponsors burned by season-long film package buys this season seem to be rearranging their thinking for next season. Some forecast that sponsors will insist on 13 weeks of live programming to find out whether or not the public buys their particular show. If it does, a conversion to film may be accepted. If it doesn't; the axe! At any rate, more live shows.

There's a chance that ABC, which, thanks to the western movement and other programming, is moving closer and closer to CBS and NBC, may have started a small trend to horror films. Following the success of the "Shock" films on TV this season, ABC will offer at least two horror or deep mystery shows next season.

With Screen Gems, ABC is co-producing "Tales of Frankenstein," a 39 film series; no sponsor yet set. The net is also co-producing a "House of Wax" series with Warner Bros.

NBC, meanwhile, has come up with the idea of horror spectaculars. It is planning to offer sponsors interested in hour and a half "Specials" such properties as "Dr. Jekyll and Mr. Hyde" and "Frankenstein."

No matter what kind of a show sponsors may buy, many industry people feel they will have to be satisfied with a leveling off of ratings; unless the show offered is really something new and different.

One company official says: "The trend used to be that there were just one or two big shows that really ran away with the ratings. I think sponsors are going to have to be satisfied with lower ratings. It's going to be harder and harder to come up with the 25's. They're going to have to get along with 18's and 19's."

And an agency official, though slightly more optimistic, says: "I think the days of the runaway ratings are over. There will be few really high ratings. But by the same token, there will be few really low ratings. I think just about everyone will be in the 20's and fighting for the 30's."

One company official gives this answer to the problem of finding an audience: "Rather than trying to find shows which will appeal to a broad general audience, sponsors may have to look for programs which will fill a gap in programming for a special audience. People who have taken this chance have usually done all right.

"Look at Lawrence Welk. There just wasn't any music around for the middle-age people who don't like rock and roll or loud bands. There was no in-between, or waltz music. Welk came in and did excellently. Now, with two shows going, he's of course slipping a bit. You just don't need two shows of Welk."

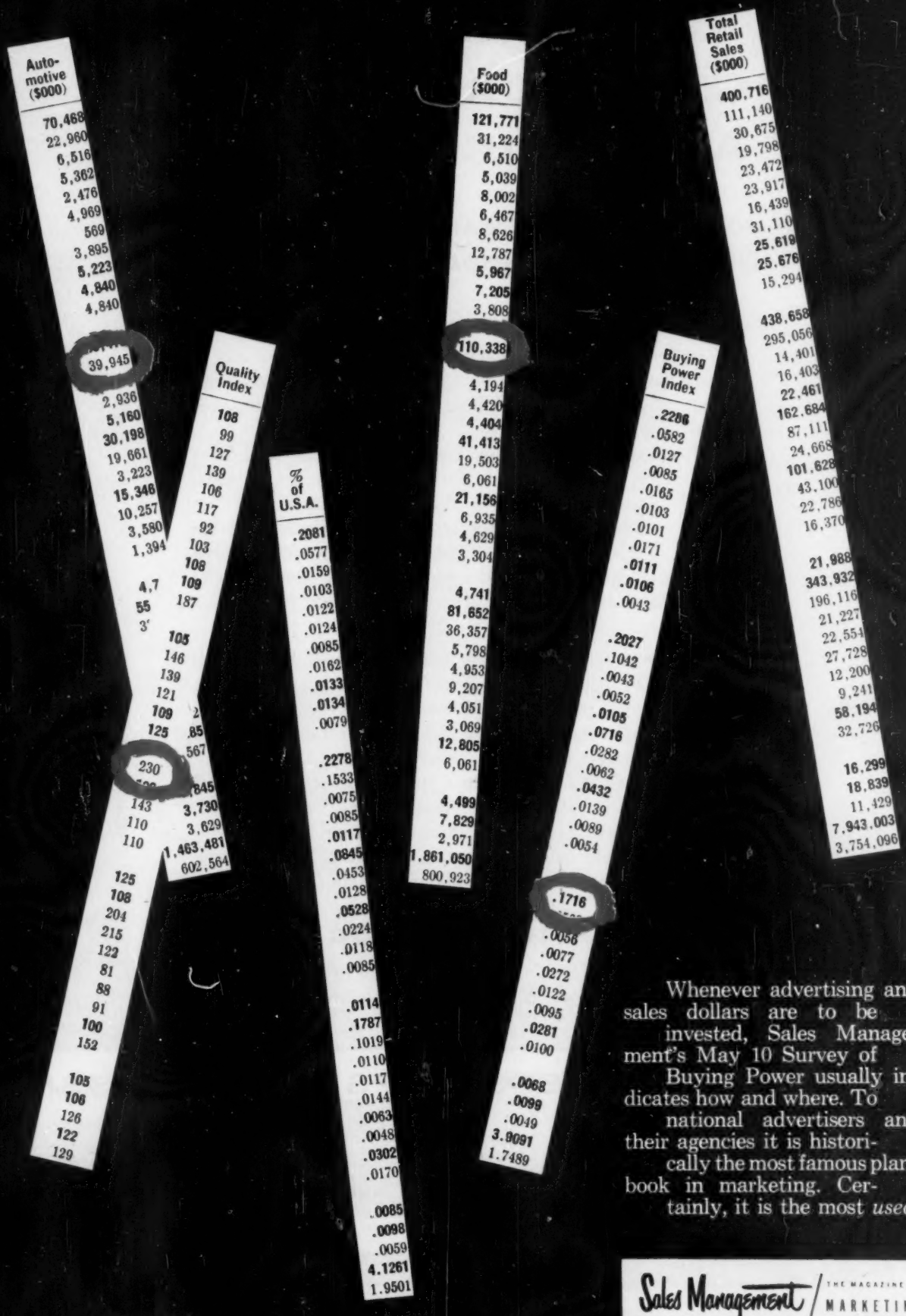
Perhaps the high-rating answer to the TV programming questions of sponsors can be found in the conclusion of Cunningham & Walsh's Videotown survey released last month: "The First Decade of Television in Videotown."

The report said:

"In the future, television viewing will follow a series of high level cycles. The movement will be influenced partly by new set developments, partly by social and economic changes which keep people at home or attract them away from home, but mostly by programming. The all-important determinant for audience size is the creative vitality of TV programs." **The End**



IN LOVE AGAIN: ABC-TV has reunited two old NBC-TV favorites, Sid Caesar and Imogene Coca, for a weekly half-hour stint sponsored by Helena Rubenstein, beginning this month. Prediction: The comedians are coming back. TV program planners and sponsors think the public is ready for a few more live comics in the 1958-'59 season.



Whenever advertising and sales dollars are to be invested, Sales Management's May 10 Survey of Buying Power usually indicates how and where. To national advertisers and their agencies it is historically the most famous plans-book in marketing. Certainly, it is the most *used*.

Sales Management / THE MAGAZINE OF MARKETING

New York Chicago Santa Barbara

"WE CAN SELL AT 1946 PRICES BECAUSE OF ADVERTISING"

says John T. Krapp, President, Ever-Tite Coupling Company, Inc.

"In spite of an inflationary market, we haven't found it necessary to raise our prices since 1946! Our customers, naturally, have benefited greatly by our holding the price-level line.

"And this is in the highly competitive field of quick hose couplings, where quality is a vital factor. At our old sales level, it would have been impossible to maintain prices as they were without a sacrifice in quality. But through advertising in business magazines, we increased our sales volume and production to such a degree that we have been able to hold prices at the 1946 level and thus make it possible for our customers to do the same."

IF WHAT YOU MAKE OR SELL is bought by business or industry, you can "mechanize" your selling by consistent advertising in business publications. Such advertising delivers your sales message to the right men with efficiency and economy, paves the way for your salesmen.

This gives them more time for the important work of making specific proposals and closing sales. Your sales program can become more productive and profitable if you *concentrate your advertising* in one or more of the McGraw-Hill magazines serving your major markets.

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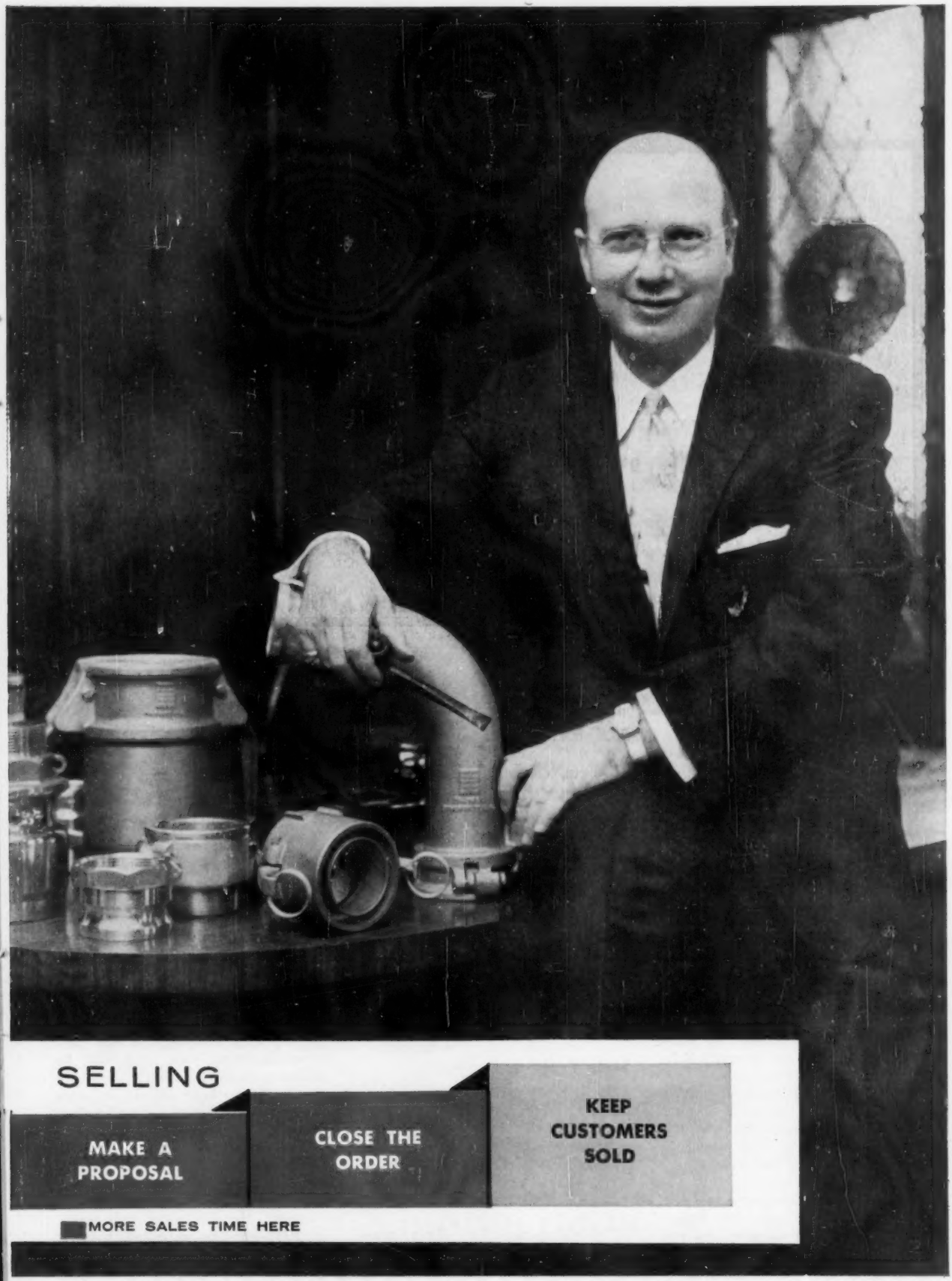
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Sales Management

SALES LEADERSHIP PANEL

You Can't Get Away From Your Offices!

Sales Management's Sales Leadership Panel members may think they are vacation-minded, but they are never far from their offices when on vacation.

We asked them:

	Yes	No
"Does your office get in touch with you while you are away?"	51%	49%
"Do you call or get in touch with your office?"	48%	52%

You Happily Let Work Interrupt Your Vacation

Your mind is never very far from business—when you are away on vacation.

This fact will not come as a surprise to your wives. You call the office, and your offices call you, and you really don't mind because you love your work.

This conclusion became obvious just as soon as we began to tabulate the questionnaires returned by members of SALES MANAGEMENT's Sales Leadership Panel.

In view of your close interest in your work—and the need of your office to get in touch with you it is not surprising that all sales executives on the Panel were not able to get away on vacation in 1957.

The American Management Association reports top executives find it difficult to take a vacation. So you will understand why Panelists report:

"Did you take a vacation in 1957?" "Yes" said 79%. "No" said 21%.

But you promise to do better by yourselves and your families this year. To Panelist who confessed they did not take a 1957 vacation we put a further question:

"Have you promised yourself a vacation in 1958?" "Yes" said 94%. "No" claimed 6%.

Make Promises Early

A. J. Wilson, vice-president, Odor-Aire, Inc., Wichita, Kan., got away for five days and he spent his time at home "reading, puttering" and building a model train. He said he went back to work feeling refreshed.

You'll sympathize with Wilson, who says:

"With an annual three-year average of 40 weeks out of town, travel is the last thing I want for a vacation. I usually take my family on one two-three week business-pleasure trip each summer."

When Paul A. Benke, vice-president and general manager, Paasche Airbrush Co., Chicago, returns from vacation (he says he didn't get away in 1957) he goes back to his office feeling refreshed, and he doesn't get in touch with his office, nor does it get in touch with him. Benke likes to spend his time on sports and he prefers summer for his vacation. He travels by car and "we like to loiter along the way—never go further than Canada."

The combined business-pleasure trip is one way R. N. Farquharson, sales manager, W. R. Case & Sons Cutlery Co., Bradford, Pa., gets his vacation. He was away two weeks in 1957—on an extended business trip, one week in Texas, and one week in California."

The president of Anahist Co., Inc., John S. Hewitt, in Yonkers, N. Y. has "my holiday planned for a year ahead." He visited places of interest on a five-week vacation in 1957, which included a trip to Europe. He prefers to go in spring and to travel by plane.

I "usually fly to a vacation spot, then rent a car," reports E. G. Rahe, vice-president, The Globe-Wernicke Co., Cincinnati, who went to Florida last year in connection with an industry convention. He took only part of his vacation—and reports his fellow executives, too, "seldom get all of their vacations."

Ben Wells, a familiar figure at National Sales Executives, Inc., affairs, and vice-president, The Seven-Up Co., St. Louis, whose 7-Up is No. 3 in sales (Coke and Pepsi are No. 1 and No. 2) went skiing at Aspen, Colo., last year. He took a "plane to Denver, train to Glenwood Springs, rented car at Aspen." He was away for two weeks.

It is not surprising that Milton G. Peck, vice-president, Gar Wood Industries, Inc. (named after the famous racing driver, Gar Wood), of Wayne, Mich., lists boating and fishing as his vacation activities. He flew by commercial airline to Cape May, N. J., to get to his summer place at Stone Harbor, N. J. He took off three weeks, and he was in touch with his office and it was in touch with him. He came back refreshed. His associates take about the same amount of vacation.

Likes Split Vacation

Split season vacations are popular. S. T. Pruitt, general sales manager, Ethyl Corp., New York, likes to take one week in the spring, two weeks in the summer, and one week in the fall.

Pruitt, however, was able to take only three weeks of his 1957 vacation. By car and plane he visited the North Carolina mountains, Williamsburg and Jamestown, Va.; New Orleans; and San Antonio, Tex. Along with sports, reading, loafing and puttering for himself, Pruitt arranges "sightseeing for the kids."

O. J. Phillips, general sales manager, E. R. Squibb International Division, Olin Mathieson Chemical Corp., New York, managed to have a four-week holiday last year, and by plane, train and boat he visited Canada. The year before he went on a cruise.

"How long were you away last year?" we asked Panelists. Of the 179 who replied you collectively reported:

3 weeks, said 23%
2 weeks, said 22%
4 weeks, said 9%

Eight of you reported you were away from 10 days. One said 35 days.

Among the various ways 179 Panelists told us they spent their time are:

Camping	Visiting friends
Sleeping	Traveling
Golf	Night clubbing
Gardening	Photography
Time with kids	Fishing
Social drinking	With grandchildren

When you like to take your vacations:

Spring, said 17% of Panelists. Summer, said 65%. Fall, said 18%. Winter, said 33%.

You are full of firm resolve to take your full vacation in 1958. But we bet that your wives bet you won't.

The End

"This is the size we use for the Growing Greensboro Market"



Brush up on some statistics and paste up some new sales records in Greensboro's 12-county ABC Retail Trading Area! This rich, diversified market has one-sixth of North Carolina's population and accounts for one-fifth of its retail sales. For clean, penetrating coverage use The Greensboro News and Record. Over 100,000 Circulation Daily — Over 400,000 Readers Daily!

Only medium with dominant coverage in the Growing Greensboro Market and with selling influence in over half of North Carolina!

Greensboro News and Record



GREENSBORO, NORTH CAROLINA
Represented by Jann & Kelley, Inc.

Sales Management Figures

WORTH WRITING FOR...

Teen-Age Girls . . .

. . . shop for 25% of their families' annual food purchases, play a big part in determining family brand selections and frequently introduce new foods into the home. This is revealed in *Seventeen's* two-way survey conducted among its readers and their mothers. Seventy-five per cent of these young women introduce new foods to the household and 97.2% buy frozen foods. Nine out of 10 of them assist in the kitchen, help cook an average of 8.76 meals a week. Three out of five teen bakers use a packaged mix; one out of two "starts from scratch." The 13-through-20-year-olds spend an average of $14.50 per large, planned party. For the full report, "The Seventeen Road to Sales," write to George E. Johnston, Promotion Manager, *Seventeen,* 488 Madison Ave., New York 22, N. Y.

Newspaper Markets

Analysis of effectiveness and cost in newspaper advertising; statistics on households reached by 381 metropolitan dailies; ranking newspaper markets. State maps and tables show zones of influence (counties, households, retail sales) and reader audience. For a copy of "Metropolitan Newspaper Markets 1957," write to Richard S. Stephenson, Advertising Director, *Richmond Times-Dispatch,* Richmond 13, Va.

Drug and Proprietary Stores

One of the highlights of this "23rd Annual Edition of the Nielsen Report" is that there is a growing trend toward emphasis on baby goods departments. To support this trend, it is pointed out that 5 million new births are expected each year in the U. S. before another decade has passed. Another highlight covers the growing inclination in drug store merchandising to offer lay-away plans to customers. Another is the development of more prescription writing among dentists. Subjects covered: Sales Trends of Drug and Proprietary Store Data Through 1956 and the First Half of 1957, Drug and Proprietary Stores Data from the 1954 Census of Business, Economic Impacts Upon Drug and Proprietary Stores, Certain Characteristics of the Retail Drug Business, Sales of Drug Items in Both Drug and Food Stores. For your copy, write to Wm. A. Stekelberg, A. C. Nielsen Co., 2101 Howard St., Chicago 45, Ill.

Egghead Engineers

A lampoon of the current cult of fat-cat-ism prevalent among certain engineers. Titled "On Being an Egghead or Engineermanship for the Shell of It," it was originally prepared as an institutional advertising booklet for Benson-Lehner Corp., designers and manufacturers of data processing equipment. It was so popular that an additional 15,000 copies had to be printed to meet requests for sales of



it. To illustrate the company's parodied points, a cartooned egghead gambols through involvements of Engineermanship with a careful disregard for either self-discipline, economy or technical acumen. Jabbing at pomposity, the booklet mockingly urges egghead practitioners to "uphold your professional standard . . . it's not enough to be different; you must be impossible. This will make sure you are noticed by the front office. Make them realize you are an engineer." Copies (10 for $2.50; 100 for $20) are available from Bernard S. Benson, President, Benson-Lehner Corp., 11930 W. Olympic Blvd., Los Angeles 64, Cal.

Design in Industry

This survey conducted by Fact Finders Associates, Inc., reveals that industry is spending close to $6 billion a year for research, developing new plastics, metals, components, techniques. And manufacturers as a group reportedly expect that 11% of their sales in 1959 will be products that were not made in 1955. Some expect sales to run as high as 20%. Believed to be the first of its kind, the study gives a detailed picture of the practices and specifying functions of both independent industrial design firms and company employed executives. Included among subjects covered: the designer's role in the total corporate effort, and the scope of his influence on the specification of various materials, components, finishes and fabrication techniques. Copies of "Industrial Design . . . Dynamic Force in Selling—Dynamic Influence on Buying" may be obtained from Charles E. Whitney, President, Whitney Publications, Inc., 18 E. 50th St., New York 22, N. Y.

Michigan Markets

Basic market data and general information file for Ann Arbor, Bay City, Muskegon, Jackson, Kalamazoo, Saginaw, Flint and Grand Rapids. Data for each market cover the City Zone—population, households, home owners, electric and gas meters, telephones, total spendable income; Retail Trade Zone (includes City Zone)—population, households, total spendable income. Copies of the file are available from J. A. McDonald, Vice-President and General Manager, Booth Newspapers, Inc., 2500 Buhl Building, Detroit, Mich.

Aluminum and Magnesium

Survey of the hardgoods industries as a market for these products. Use of 19 different forms are covered, including coatings, forgings, extrusions, bar, sheet, strip and tubing. Data are broken down by Standard Industrial Classifications. There is also information about job functions of men responsible for selection and specification and type of technical information needed by these men. For a copy of "Aluminum and Magnesium Market Survey," write to William P. Winsor, Publisher, *Materials in Design Engineering,* 430 Park Ave., New York 22, N. Y.

Briefs: "1957-58 Catalog of Current American Management Association Publications, Periodicals and Films"—Donald Keen, American Management Association, 1515 Broadway, New York 36, N. Y. . . . "Current Economic Comment" — College of Commerce and Business Administration, University of Illinois, Urbana, Ill. . . . "Special Days, Weeks and Months in 1958 Combined with the Trade Promotion Planning Calendar"—R. Hilton Davis, Manager, Domestic Distribution Department, Chamber of Commerce of the United States, Washington 6, D. C.





Cameraman and writer shoot "Apparatus News"—a regular newsreel—for GE.

"Selling" with Pictures: A Trend in Modern Business

Hollywood may be worried these days about the decline of the motion picture as an entertainment force, but business continues to beam broadly about its success with films.

And pictures don't have to move to sell. Still-photography is proving its worth to companies who believe in "showing them rather than telling them." [See "Tools For Selling," Nov. 1 SALES MANAGEMENT for the use of 3-D Stereo pictures.]

Many people believe the bigger the picture, the better it is. But Hy Farber, Beverly Hills (Calif.) graphic designer sells his services in a small, four-inch square mailable sample case. He has taken photographs of some of his package designs and direct mail pieces, reproduced them, along with copies of advertisements, and mailed them nationally. An imaginative booklet of the same size is included showing more of his successful designs. The result: a small but potent mailing piece using photographs to sell.

Dorsey Trailer's Inc., Elba, Ala., one of the country's largest manufacturers of refrigerated vans, furniture vans, and other types of truck trailers, also uses quality photographs in quantity in its sales effort.

Furthermore, the company has found that reprints of photographs are among the least expensive forms of direct mail material. Up to 1,000 copies of a trailer installation picture can be made for less than one cent each in the company's own duplicating department.

About five to ten pictures of recently built trailers are reprinted each week. Copies are sent to each of the company's distributors and salesmen and a special factory mailing goes to prospective customers in the same field as the recent buyer. Duplicating is done on an A. B. Dick Model 350 offset duplicator.

The use of motion pictures has added a new dimension to sales meeting planning and product release timing for the Apparatus Sales Division of the General Electric Co. Motion pictures have become a major means of liaison between product manufacturing departments and the Division's sales force.

The Visual Education Section, operating under the Division's Advertising and Sales Promotion Department, issues a 16mm sound newsreel every two weeks which is known as "Apparatus News." It is written, filmed and edited specifically for the hun-



Chrysler's Corporation's engineering uses this picture in visibility studies. But the publicity boys at the auto firm had a little fun with it. They sent it to editors with an accompanying illustrated letter poking fun at thei selves.

dreds of sales engineers representing some 40 production manufacturing departments and shown at regular sales meetings. The essential purpose of this newsreel is to bring information to the sales engineers.

In numerous instances, the announcement of a new product is timed to coincide with the release of "Apparatus News," in which the product is discussed and demonstrated. Literature about the product is given the sales engineers immediately after the showing of the film.

The distribution system for "Apparatus News" is such that the majority of the sales force sees each issue three days after it is released.

In any typical "Apparatus News" salesmen are likely to see any combination of these types of stories: new product announcements, news of competitive products with comparisons to G-E products; progress reports, new program announcements on sales and advertising efforts; marketing information and spot news coverage.

To sell hi-fi bugs on stereophonic sound, Radio Corporation of America's Radio and "Victrola" Division is using a 16mm motion picture plus a stereophonic tape player.

The picture, in color, opens with an entertaining sequence which shows, one after the other, three types of hi-fi enthusiasts — the hobbyist who makes his own equipment, a component parts fan, and the critical music devotee.

On a cue carried in the picture, the projector is switched off in the darkened room, and the tape player gives a demonstration of "the ultimate in high fidelity," RCA's stereophonic sound. The realism is startling. A ping-pong game is played by invisible players who seem to be in the room. A stockyard recording appears to bring a herd of noisy steers before the audience.

Again on a cue, the picture resumes with scenes taken from a helicopter in the Grand Canyon, accompanied by Ferde Grofe's "Grand Canyon Suite," with stereophonic sound. RCA reports demonstrations before customers, dealers, salesmen and distributors have produced "excellent results." The film was produced by The Jam Handy Organization.

A heavy user of still photography for promotion in the industrial equipment field is the Western Machinery Co., San Francisco. William F. Haddon, sales promotion manager, advises that: "In making good industrial photographs, a familiarity with your product frequently can be as important as a knowledge of photography."

He recommends that companies using photographs increase the number of pictures shot. Western Machinery frequently takes two dozen or more on one job. This practice fits the nature of the firm's marketing structure. It's products are so varied that, in sales promotion work, its staff is continually exploring applications in new fields.

Slides for Training

Most of Western Machinery's products are too large to be shown physically to customers and prospects. Photographs and color slides of existing installations, therefore, have become a sales mainstay. Color slides are also used in training programs and to illustrate technical talks at engineers' meetings.

Pictures that are valuable can also be fun. The Chrysler Corp. recently mailed a 24-inch long, 4½-inch wide photograph used by company engineers to publication editors. A letter accompanying the picture and release said: "A lot of what you see is the interior of a new Chrysler. In fact, you see all 360 degrees of it—each degree lovelier than the one before. It will give your readers the giggles



Good Packages Aren't Luck

"A truly effective package does not happen by chance. It is the result of a carefully engineered solution to a complex of problems.

". . . It has been demonstrated that comprehensive planning and the formulation of long-range strategy provide the manufacturer the economy of accuracy. It becomes a packaging program with a built-in insurance policy, prepared to take advantage of an expanding market, or meet the challenge of accelerated competition."

Donald Deskey
Donald Deskey Associates
Before Variety Packaging Competition



ROAD SALESMAN for the Nielsen Lithographic Co. is taking color photographs of a job on which he is bidding. The color layout is placed on a cardboard cutout and photographed by the salesman standing over it. Film is sent to the main office where it is developed and used by estimators in checking the cost of the finished job. This photo is from "Industrial and Business Photography For the Amateur."

to notice the front end is going and the back end is coming, both at the same time. In fact, we've taken issue with Angelo [the photographer] about the way that this picture louses up the angle of our tailfins (normally bold, sweeping, dynamic, etc.) . . .

"Bugs" on Cars

"We like this picture and hope you do too. Admittedly, we're a little bugs on the subject of cars (a condition of employment). We regard them the way a lot of people regard sex or night baseball. So, if you should decide to print the picture all the way across a double-page spread, we'd be real happy, of course. We'd enjoy nothing more than pasting the outer ends together and sitting in the middle." The letter was signed, "Bill Adams (loudmouth with Big Ideas)."

If you're interested in reading about photographic techniques, a new book, "Industrial and Business Photography For the Amateur," by Ben Melnitsky was recently published by Greenberg. The Eastman Kodak Co. offers a pamphlet, "Foundation for Effective Audio-Visual Projection," free upon writing to Sales Service Publications, Eastman Kodak Co., Rochester 4, New York. **The End**

You can't go wrong with our right arms...



Sales Training Programs from A to Z including idea-absorbing audio visual aids, film transparencies, graphics, training manuals, dramatized sales situations.

Visual Sales Presentations and Planned Promotion and Merchandising Programs based on fresh selling ideas, tailored to *your* needs.

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It's 2 to 1..

in fast-service eating places, twice-the-turnover per seat means...

MORE Meals
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Bus Terminals
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THEY ALL HAVE ONE THING IN COMMON—

FAST SERVICE

To effectively reach this specialized market specify FAST FOOD *for an advertising schedule*

FAST FOOD

the magazine serving counter and fountain restaurants

386 FOURTH AVE. NEW YORK 16, N. Y.

Dill Brothers Publications

Mail Promotion

By JANET GIBBS
Sales Promotion and Direct Mail Counsel

TESTING...for sales

Testing what, why and when? Will the results mean more sales? You'd better know the answers to these questions before you get into this misunderstood area. Direct mail *is* the most flexible, selective and checkable ad medium — and it can be a money-making plus IF you know what, why and when to test.

TESTING IS A CONTINUOUS PROCEDURE, for many variables can affect results: mailing lists, copy, layout, colors, reproduction processes, physical form, business and financial conditions, the weather, the need for your product or service, seasons of the year, nearness to holidays, timing, the frequency of your mailings, the offer, method of payment — and more!

BASICALLY THERE ARE TWO KINDS OF TESTING:

1. *Content testing* to sample a mailing list to determine its potential — properly handled this test can give you a fair estimate of what will happen if you follow through, mailing the same material to the entire list.
2. *Comparison, or variable, testing* to determine which of two letters is better, which format more productive, the effect of two methods of reproduction, personalization vs. headlines, the method of paying postage, the pull of one offer against another, etc. To the large mailer, testing of variables is important and, because the result is not infallible, it should be continuous.

BASIC PRINCIPLES OF TESTING:

1. Pull a representative sample from the list.
2. Test one variable at a time. Every other factor in the mailing must remain the same.
3. Don't accept the results of tests made by others as your guide. What worked for them may not work for you.
4. Record information on results so it can be analyzed, measured, used.
5. Never stop testing. It needn't be a costly program. If you know your product and promotion are right, testing can be limited and included with volume mailings to cut your costs.

HOW LARGE SHOULD YOUR TEST BE? Your early test can be small if it is based on a *representative* sample. Quantity depends upon how confident you want to be before plunging into full-scale mailing; upon what margin of error you are willing to risk in estimating results; upon your estimate of the percentage of returns

expected. Even a sample of 1,000 taken from a 250,000 list will give you some guidance. The next follow-through mailing, though, should be a further test of 10,000 of the same list. If that works well, mail 100,000 before using the balance. Thus, you'll make three tests on a 250,000 list. These quantities are not suggested as a rigid formula — you'll devise your own. But we've tried to point out how you can get guidance from small tests.

If there is a long time-lapse between tests and the complete mailing, count on some variation in results for then the variable of timing affects the picture. Mail soon after testing.

HOW TO GET A CROSS SECTION OF YOUR LIST: A true cross section is selected without bias — and by bias we mean, for example, concentration on a single geographical location. The factor of location may radically affect sales. Even alphabetical selection of names can affect returns.

To test 6,000 of a 60,000 list, pull every 10th name. To measure: Suppose your list is on cards, and the file contains 600 inches of cards, 100 cards to the inch — simply use a ruler and draw 10 cards out of every inch.

CAREFUL, COMPLETE RECORD KEEPING IS VITAL! Testing costs and results are tricky to judge. It is easy to be fooled into thinking Mailing A, with its return of 2½% was more successful than Mailing B which brought in only a 1½% return. But careful analysis may prove the cost per order or inquiry on A was so much higher than B, that you'll profit most using Mailing B with its return of only 1½%.

HERE ARE 5 METHODS OF KEYING REPLY FORMS to insure accurate identification of the mailing package, the list, offer, etc.:

1. Use a key number. From the production standpoint it is easy to imprint this on the order or reply form.
2. Minor changes in company names are easy to record, too. For keying purposes Jones Manufacturing Co. can be imprinted as Jones Mfg. Co. or Jones Mfg. Co., Inc.
3. Change your address. Most office buildings have more than one number. For example — 141 East 25 St. may also be 143 or 145 East 25 St.
4. Set up dummy department numbers — for keying you can make as many changes of department numbers as are required.
5. Clip the corners of the reply card or order form. Your printer or binder has a cutting machine for this purpose (or use a pair of scissors on small mailings). Cutting one or any combination of corners will give you keying signals to measure results.

WHAT PERCENTAGE OF RETURNS CAN YOU EXPECT? What do you need? Never mind about set rules, there are none. Some firms need only ½ of 1%, others need 2, 7, 40 or even 80% in order to profit. Measure the cost of getting your orders or inquiries against sales dollar volume and make your own standards.

THE SMALL MAILER WITH A LIMITED BUDGET NEEDS TO TEST . . . or experiment, if he hopes to make the most of his mail dollars. No matter how much or how little you mail—find out the characteristics of the people who make up your mailing list: their hobbies, age, buying habits, occupations, marital status, financial standing — whatever you need to know in order to select the most likely prospects for sales.

HIGHWAYS ARE SAFEWAYS WITH WHEATON



Household goods, office equipment and exhibits are safe in the hands of the Wheaton organization. Prompt, dependable long-distance service from coast to coast.

FREE Moving Day Kit
—full of helps, labels, address cards, to all personnel transfers.



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Dept. 25, Indianapolis, Indiana

LONG DISTANCE MOVING
"the safest distance between two points"
Western affiliate:
LYON VAN LINES, Inc.
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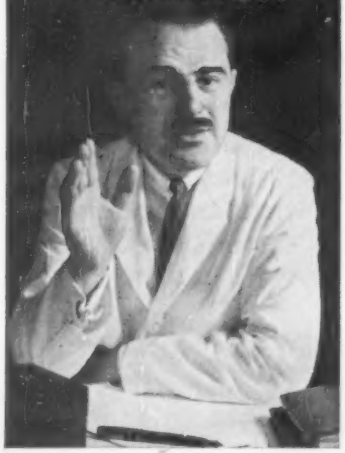
New Center For Electronics R & D

12 major electronics Research and Development firms are now executing contracts in Tucson. Included are such leaders as Hughes, Douglas, Armour Research RCA, Collins Radio, AM & F, Melpar, GE, Frederick Research, Networks Electronics and Tucson Instrument Corporation. It's the place to be, ...for R&D.

Get the full story. Write—

Director
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P. O. Box 991 Dept. G Tucson, Arizona

YOUR BEST CANCER INSURANCE...



a health checkup once a year every year... make it a habit ... for life.

American Cancer Society

Sales Promotion Idea File

By LARRY SCHWARTZ
President
Wexton Advertising Agency

Are You Using These Easy Ways to Create New Friends?

Widespread efforts are being made to secure leads through home-office employes and other non-selling employes, but many of us overlook an opportunity that lies in front of our noses every day. Ever stop to think how many salesmen, suppliers and other visitors come to your office each day and sit in your waiting room anywhere from two minutes to an hour? A number of smart companies capitalize on this "captive audience" by (a) making them feel comfortable and at home and (b) communicating information about their company and its products.

Here are two lists of efforts currently being conducted in these directions. How can you adapt them for your own company?

Items or facilities available in waiting room:

—bowl of apples or other fruit
—bowl of flowers for boutonnieres
—aspirins, anti-acids, etc.
—timetables, assistance in making hotel, plane and train reservations
—telephone
—newspapers and magazines
—writing desk
—television
—cigarettes
—coffee, soft drinks

Information about company and products is communicated by:

—slide viewer showing products or installations (Ivel Corp., Brooklyn, N. Y., builders of exhibits and displays, uses a specially built stereo-slide viewer, like a "peep show," manually operated by the visitor)

—slide projector (General Electric Co., Bridgeport, Conn., used an automatic slide projector, activated by pressing a button, to present slides demonstrating electric cooking with GE's new ranges)

—booklets incorporating some or all of the following:

message of welcome
photos and brief biographies of key company personnel
train and plane schedules, road maps, map of downtown area, etc.
brief history of the company
photos and descriptions of products
tour of plant in photos
the story of your trademark
company policy on service, new product suggestions, etc.
condensed financial statement

Simple Form Eliminates Writing Many Letters

What can you do when hundreds of people write to congratulate you on a new job or promotion? You want to acknowledge every message, but you just don't have the time.

One well-known publisher worked out a form which enables him to say "thanks" without a special letter in a number of situations. He sends out an 8½" x 11" sheet with his name at the top, followed by "THANKS YOU FOR . . ." (and he checks off the appropriate items)

—Deciding not to sue
—Your Christmas greetings
—Your congratulations on the new job
—Your kind expression of sympathy
—Picking up the check
—A good editorial suggestion
—Not telling his wife
—Your hospitality
—Room 1108, remember?
—Nothing
—Forgetting
—Remembering
—Paying off the bet
—The telephone numbers in——
—Keeping quiet
—Inviting him to your party
—Returning the loan
—Your tip on the race, ——— market
—Introducing him to your wife, girl-friend
—That swell ad contract

—Forwarding his pajamas
—Forgiving lack of longer response
—Assuming it was a printer's error
—Everything

How to Give Urgency to Your Message

The most effective way of making sure that a message gets right on top of a man's desk, I've found, is to send him a telegram.

When you want to give the same sense of urgency to a message going to a number of people, it's a good idea to send a telegram-type of mailing piece. It can

—give your campaign a change of pace
—announce a special promotion or price
—urge subscribers to renew immediately
—announce a new product
—send an announcement to salesmen in the field
—maintain contact with customers between salesmen's calls

For a free booklet of money-making ideas on the use of postalgrams, which are printed in quantity, write to Sparty J. Nardone, Sales Promotion Manager, Mailograph Co., Inc., 39 Water St., New York.

Another company will print large-size "Giant-grams," and has special, large-size typewriters for filling in names and addresses. For informations and samples of "Giant-grams," write to Sande Rocke, Inc., 91 Seventh Ave., New York.

One Way to Reduce Dealer Inventory, Increase Turnover and Sales

Masback, Inc., leading hardware distributor, opened up many new accounts, increased sales substantially, with a thick catalog of thousands of items, chained to a wooden stand. Retailer was able to eliminate hundreds of slow-moving items from stock, items which had previously tied up his capital for long periods of time.

Buick used the same thinking, now offers all dealers, regardless of the number of cars they keep in stock, a large wall-chart showing all the styles and models in the line. Wall chart was prepared by Wm. Melish Harris Associates, Greenwich, Conn., who will send you information on self-selection merchandising aids.

For information on permanent dealer catalog units, write to Buchan Loose Leaf Records Co., Clifton Heights, Pa.



... Land of
SCENERY & SCIENCE

Magnificent scenery and the clearest, driest, sunniest weather in the U. S. attract millions of visitors to Arizona—many of whom return to make the Grand Canyon State their permanent home.

The sparkling climate and varied topography also afford exceptional opportunities for scientific endeavor. Discoveries resulting from Arizona research in solar energy, mineralogy, metallurgy, agriculture, biology, archaeology and astronomy enrich the world's scientific knowledge. Plans for a house to be serviced entirely by solar energy and an observatory to be one of the largest in the world are typical of the new research facilities in *Amazing Arizona.*

Leaders in electronics development find Arizona an excellent location for their plants. As scientists, they know the clean, dry air favors uninterrupted research and development work. As manufacturers, they've discovered the same climate keeps fringe costs down. Electricity and natural gas costs are low, employees are readily available from a large pool of skilled labor—people who want to work where it's fun to live. Industry is further encouraged by Arizona's friendly legislation—an "Open Port" law that permits tax-free warehousing of goods destined for ultimate out-of-state delivery, a low income tax, freedom from any manufacturer's inventory tax.

There's a place for your business in Arizona's sun, and plenty of room for expansion once you're here. Write for the latest *Arizona Industrial Facts.* If you're interested in a rejuvenating vacation away from clouds, cold and crowds, check the coupon for vacation information, too.

ARIZONA
Development Board

Arizona Development Board, Department M-3
1521 W. Jefferson Street, Phoenix, Arizona
Please send: *Arizona Industrial Facts* ☐ *Vacation Information* ☐
To_____
Company_____
Address_____



The British Are Here . . .

. . . but for several years Volkswagen, alone, has kept them in second place. Now, with General Motors acting as champion, British car manufacturers are preparing for the sales battle that 13 entrants hope will regain them collective first place. It's going to be a tough fight.

Last year Mr. General Motors—Harlow H. Curtice—pulled a blooper that just might go down in automotive history with that sterling one by an early and successful manufacturer of cars who, shortly before World War I took himself out of the business: "Everything that can be done to improve motor cars," said the short-sighted tycoon, "has been done."

What Mr. Curtice said, in so many words, was that "Americans want the biggest automotive package they can get. They're just not interested in these small foreign cars."

But while Curtice may not have kept a poker face, he's too shrewd an operator not to have placed a small cover on his bet. If these foreign babies were what America *might* want in any worthwhile numbers, General Motors' Mr. Curtice didn't intend to get caught short.

So what happens? This: Two of General Motors' Divisions, Buick and Pontiac, are now displaying and selling foreign cars in their showrooms. The Pontiac people are handling the British Vauxhall, GM's English make, and Buick is doing likewise with the Opel, the German GM product.

But the General Motors crowd is, thus far, doing little to really promote their imports—despite the fact that both autos were, according to GM spokesmen, "completely redesigned to American tastes." As someone conversant with the situation put it, "GM is being positively petulant. It's as if it were saying 'You forced us to bring these little foreign cars in. Now come and *make* us sell them to you'!"

But if General Motors isn't knocking itself out to sell British (and German) products others are. And Paul Revere's hue and cry would be out of place today. The British are coming? Their *cars,* at least, are already here. The U.S. is now Britain's best export customer, having supplanted Australia. About 38% of all foreign cars now being sold here are of British origin.

After losing first place among car-exporting nations to Germany in 1956, the British regained it in 1957, and with a heavy foot on the throttle they're pulling away at the start of 1958. Volume will continue to rise this year—aided by GM's decision to import the Vauxhall.

The image of a British car as an "orphan" or "freak" in this country has faded. Reliable dealer and service organizations are being built up in every state of the Union. The Midwest is rapidly catching the two seaboards in number of British cars sold.

Today the picture has changed—drastically. Where British products were once handled by foreign car dealers exclusively, they are now being carried by established American car dealers (like Buick and Pontiac)as well. Probably 50% of

the 1,200 British car dealers also handle GM, Ford Motor, or American Motors lines. This gives the British products stability in a foreign market, for American dealers have stronger position, financial independence, local identity.

To see what has happened, let's go back 17 years when Coventry, England, was suffering the Nazis' heaviest blitzes. A large part of the British automobile industry was wiped out in those merciless raids. Elsewhere in England, the few builders able to return to auto production turned out only a trickle of cars.

The year 1947 marked a turning point. The British then introduced their first MG-TC, a sports car of classic lines, to the American public. To this dubious public, it looked like a toy,* despite the fact that Detroit products had not yet become affected by elephantiasis. Postwar production in the U.S. had not yet caught up with demand. The MG found a ready market; this snarling, sporty little demon became the early 50's counterpart of the 20's Stutz Bearcat.

The next year saw the arrival of the first Hillman, Sunbeam, Austin, English Ford and Morris "economy sedans" from the still struggling British factories. These were followed in 1949 by the first Jaguar sports cars from the rebuilt plant at Coventry.

This early effort of British auto manufacturers to sell their products here in the States was dictated by a basic economic principle. Primarily a manufacturing nation, Great Britain purchases a major portion of its raw material from the U.S. In order to earn the dollars to pay for them, it has to sell British goods here.

Could the British Compete?

The big question: Could the British motor industry sell automobiles in a country that produced over three-fourths of all the cars in the world?

The real test would come when the postwar auto shortage ended and American car-buying habits returned to normal.

Wisely, the British manufacturers sent to this country three basic types of cars not produced by Detroit. These were sports, economy and luxury cars.

Each of these automobiles offered more than mere transportation. Because of their diversity (over 35 different types and models are sold in this country today) these cars could meet the needs and desires of those Americans who wanted a specific car for a specific purpose.

The key to success of the British motor manufacturers in this country is to be found in the diversity and specialized nature of their products, but the manufacturers also have a great deal in common. Their cars, they feel, are all produced according to the traditionally high standards of British workmanship, most of them use the same basic electrical equipment and instruments, and many of the manufacturers cooperate in chartering ships to bring their cars to America.

In achieving a united front over here, the venerable Society of Motor Manufacturers and Traders, Ltd., took on an additional name for U.S. consumption—the British Automobile Manufacturers Association. An office was opened in New York, headed by Donald B. Morren, whose title is North American Representative.

Adopting a slogan, "A Quality Car For Every Purse and Every Purpose," the Association early this year set up the British Automobile News Bureau as its public relations and information arm. The bureau operates under the direction of Mel Adams and Associates, New York public relations counsel. A Midwest division is located in Chicago, and a West Coast division in Los Angeles.

On news release letterheads carrying American and British flags, the three divisions of the News Bureau regularly distribute information about the British motor industry to mass media, mostly newspapers, in their respective territories. They maintain contacts with business, automobile and sports editors.

News Bureau offices handle a variety of miscellaneous inquiries from the public—from people who want to know how they can order a car here for delivery in England for a vacation trip; from sports car enthusiasts seeking technical advice on how to get a hot performance; from the rare-car hobbyist who is looking for a vintage model Bentley.

Publicity has helped the success story along. But more fundamentally, the demand has been created through a development program in which manufacturers, distributors and dealers are all participating.

What was once the bugaboo of foreign car owners is now the keynote of the British car program here—service! Lack of trained mechanics and unavailability of replacement parts have been stumbling blocks for many attempts to build auto export markets. In 1957, the British motor industry poured over $5 million worth of parts into the U.S. Major sales outlets, such as Hambro Automotive Corp., British Motor Corp. representatives in this country, have been conducting service training schools with the aid of engineers from England.

One objective of the Hambro school, attended by dealer and distributor service managers from throughout the country, is to establish a parts control system enabling all Hambro-BMC dealers to provide prompt owner service.

The three largest suppliers of electrical equipment accessories for British cars, Lucas Electrical Services, Nisonger Corp., and the Dunlop Tire and Rubber Corp., have completed ex-

THE BRITISH AUTO PICTURE

The British took home, from sales to America, about $65 million in 1956. In 1957 they siphoned off $110 million. And they did the job with some 1,200 dealers.

Here's how the various makes stack up in numbers of cars exported to the U.S.

MAKE	1956	1957 (through September)
Austin	1,125	1,399
Austin-Healey	2,789	2,242
Bentley	87	59
English Ford	4,230	11,392
Hillman	3,415	7,937
Jaguar	3,685	3,046
MG	6,044	10,504
Nash Metropolitan	7,145	9,170
Morris	463	3,628
Rolls-Royce	77	89
Sunbeam Rapier	496	622
Triumph	2,347	4,627
Vauxhall	—	—
Total for 13 British built autos	31,903	54,715
*Volkswagen	50,077	46,209

*The German midget was thrown in here for contrast

tensive warehouse expansion programs. They can now furnish any of their replacement parts anywhere in the country within a few hours.

In dramatizing their story for the American public, the British companies have received a big assist from the tremendously growing enthusiasm for motor sports. Association members have helped foster the growth of sports car clubs, rallies and races, all of which are headline makers on sports pages and in roto sections and magazines.

At the Watkins Glen Grand Prix last September, the BAMA set up a big tent, gaily decked with marquees of the various makes. Inside was the "Coffee Pub." During the two-day meet, free cups of coffee were dispensed to 2,000 racing enthusiasts, and 10,000 pieces of literature on the British motor industry and its sports, economy and luxury cars were passed out. The BAMA plans similar coffee pubs at major 1958 sports events.

Last May at the newly-opened Lime Rock race course in Connecticut, the BAMA conducted its second annual Press Trials and Driving Day. Some 475 press, radio and television representatives and members of their families took advantage of this opportunity to drive personally, under controlled speedway conditions, British automobiles being imported into this country, ranging from the stately Rolls-Royce Silver Cloud to the tiny, two-cylinder Berkeley sports car. Thirty-seven models representing 13 different makes were available for driving.

The BAMA has been particularly active in promotion of an overseas delivery scheme, which provides considerable savings for travelers who want to drive their own cars through Europe and then bring them home. Prices in Britain are from 20 to 35% lower than in the U.S. Orders placed with dealers in this country for delivery abroad are exempt from the British 50% auto sales tax. Upon import into the U.S., the duty is less because the car takes a lower used-car evaluation, having been used for transportation in Europe.

While British, like American, companies cherish individual enterprise, they cooperate on matters of common interest through the British Motor Industry Research Association. Dr. Albert Fogg, director of the Association, predicts that Austins, Hillmans and Morrises, which currently average about 35 to 40 miles per gallon of gas, within the next few years will be able to deliver in the neighborhood of 50 m.p.g. as a result of cooperative research, compared to 20 m.p.g. for an "economical" American-made car.

New Speed Record Set

A dramatic and well-publicized example of an individual British manufacturer's research progress was the new speed record of 245 miles per hour set last August on Utah's Bonneville Salt Flats by an experimental MG. This car was powered by a small four-cylinder engine, supercharged version of that used in the standard MG.

Among sales promotions of individual companies, one of the most distinctive and colorful was Rolls-Royce's 50th anniversary of its first sales in this country. A caravan of the latest models toured from city to city, giving folks a chance to see what cars in the $13,,000 and *up* bracket looked like.

The lesson, if there is one, lies not in trying to beat Detroit at its own game. As Dr. Llewellyn Smith of Rolls-Royce declares: "The primary reason for the increase in British car sales in America is a growing demand here for certain types of cars which would not only be uneconomical for the American manufacturer to produce, but which call for special knowledge and experience which, in the nature of things, are not to be found here." **The End**

ROCK ISLAND, MOLINE, EAST MOLINE, ILL. AND DAVENPORT, IOWA

QUAD-CITIES MARKET DIGEST

a quick summary of market data for sales managers

The Quad-Cities are a unique combination of four cities, in two states, on the Mississippi River. Single streets serve as political boundaries between Rock Island, Moline and East Moline on the Illinois side. The river is the boundary between Davenport, Iowa and the three Illinois cities. Social, business and physical proximity tie the Quad-Cities together into one metropolitan unit of over 1/4 million people. Figures below for the metropolitan area are from Sales Management's 1957 Survey of Buying Power.

POPULATION **262,200**
(56% on Illinois Side)

TOTAL NET EBI **$494,275,000**
(57% on Illinois Side)

EBI PER FAMILY .....**$ 6,140**
(Illinois Side $6,252—Iowa Side $5,996)

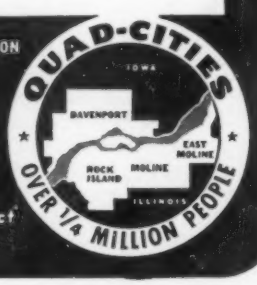
●

Ask us for the Quad-City Market Edition. This 8-page section contains complete data on the metropolitan area.

THE QUAD-CITIES LARGEST COMBINED DAILY CIRCULATION

THE MOLINE DISPATCH
THE ROCK ISLAND ARGUS

For complete market and coverage data contact Mr. Harold Swanson at The Argus or Dispatch



EXECUTIVE SHIFTS IN THE SALES WORLD

BBDO . . .

Robert L. Foreman, executive v-p and director, elected to Executive Committee.

California National Productions, Inc. . . .

Earl Rettig elected president, and H. Weller Keever, v-p and general mgr.

Diamond Crystal Salt Co. . . .

H. J. Hyslop, former advertising manager, made marketing manager. William A. Barrett named new advertising manager.

du Pont de Nemours & Co. . . .

Heinz A. Lips designated manager of paper sales, Dyes and Chemicals Div.

The General Tire & Rubber Co. . . .

Dave Donnan promoted to product sales manager of Automotive Original Equipment Div. James J. Pollack given post of product sales manager of Saran Monofilament Yarns Div.

Hotpoint Co. . . .

Lee J. DiAngelo becomes advertising and merchandising mgr.

IBM Corp. . . .

Bart M. Stevens made sales manager of Electric Typewriter Div.

Oronite Chemical Co. . . .

Norman E. Hathaway elected director and v-p, marketing; was company's sales manager.

The Ruberoid Co. . . .

John Lang assigned newly created post of merchandising manager. Frederick K. Sweeney becomes general sales manager.

Thor Power Tool Co. . . .

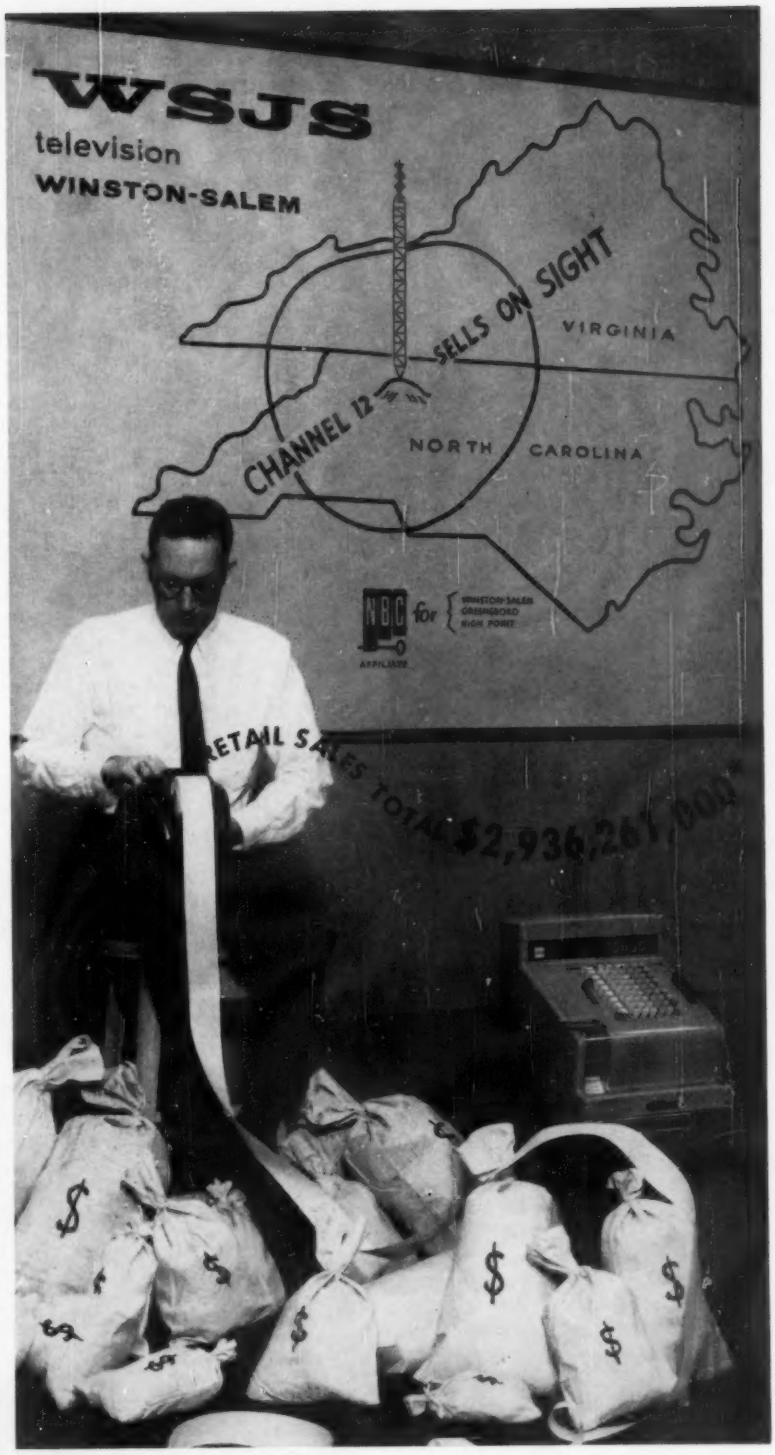
William J. McGraw appointed general sales manager, one of three newly-created positions.

Wilmot Castle Co. . . .

Joseph Lee, former ad manager, now assistant sales manager of Medical-Dental Div.

Zenith Radio Corp. . . .

Robert G. Stuart chosen general sales manager of hearing aid division.



***IN THE BIG 75-COUNTY PIEDMONT NORTH CAROLINA AND VIRGINIA MARKET SERVED BY WSJS-TV**

CALL HEADLEY-REED FOR THE BIGGEST, RICHEST MARKET IN THE SOUTHEAST

Top Advertisers Courting '60; Spending *Now* to Mobilize Sales

(continued from page 35)

gains of recent years. To counteract any possible dampening factors, we are launching the largest advertising and selling program in our history."

Chemicals and Drugs Expect Rapid Gains

Sales increases ranging from 5 to 25% in 1958 and from 15% to 68% by 1960, as compared with 1957, are sought of five chemical and drug manufacturers.

Dr. W. G. Malcolm, president of American Cyanamid Co., New York, expects 1957 volume to be $525 million, a 5% gain from the $500 million of 1956. That figure in turn represented an increase of nearly 11% from the $451 million of 1955.

In 1957 Cyanamid's capital expenditures reached a record $75 million. "This is, of course, a continuing program," Malcolm says, "and some current projects will not be completed until 1959. As a result of this investment I hope we will gross between $150 million and $200 million in additional sales."

From its first concern with agriculture, 50 years ago, Cyanamid has branched out to provide chemicals for "virtually every industry." Three divisions operate in the area of human health. For such products as molding powder for dinnerware, the company has stepped up consumer advertising.

Last year Cyanamid spent $23 million for research.

One drug company, which prefers not to be identified, plans to expand sales 25% this year and 50% by 1960 —from 1957 level. Nearly half of the 1958 gain would stem from a current major acquisition. But, an executive emphasizes, "introduction of new products and intensified advertising and selling" would continue to produce an average annual increase of 10 to 15%."

Crawford H. Greenewalt, president of E. I. du Pont de Nemours & Co., Wilmington, expects "physical volume of sales . . . to show a further modest improvement in 1958 and in succeeding years. In recent years our average rate of growth has been 6% annually."

(In 1956 Du Pont's sales dipped from $1.909 to $1.888 billion.)

"In the chemical industry," Greenewalt points out, "growth comes about rather steadily as the result of long-range planning. Progress we make in 1958 will be the result of decisions made over the years . . . as to new fields into which the company should go. . . .

"Research on new and improved products lays the groundwork from which intensive product development takes over." Each new product "usually (involves) intensive and aggressive sales effort, with emphasis on technical assistance to customers."

Monsanto Chemical Co., St. Louis, at first revealed specific targets for 1958 and 1960—and then asked *SM* not to release them, pending "further studies now in progress." The "original" much-higher corporate objective for 1960 had a broad spread between one large statistic and another.

An executive shows that "various factors, such as those affecting agricultural chemicals (make it) impossible to foresee with complete accuracy."

Monsanto's 1958 growth would come "chiefly from enlarged production of existing products." By 1960, however, "new products will play an even greater part."

Rexall Drug Co., Los Angeles, reports Walter T. Lillie, vice-president and treasurer, has set a sales objective for 1958 at $175 million, approximately 5% over 1957 estimated volume."

(Between 1955 and 1956 Rexall sales climbed only from $153 to $156 million.)

Target for 1960 is $197 million, or about 18% more than 1957.

"New products, distribution policies, sales policies and advertising," Lillie expects, "all will contribute to increased sales objectives."

In all divisions new products will be emphasized more. "We expect to obtain more effective selling through plans now being completed. Our distribution services to customers will be improved . . . by completion of our new warehouse relocation program. Advertising effectiveness is being continually studied. Success of our first major venture in television (in October 1957) brings us another advertising medium that should be important in creating added sales in future years."



[Americans are turning] "from the conspicuous in the motor car to the more practical." — George Romney, American Motors



"We are launching the largest advertising and selling program in our history." — Joseph Griesedieck, Falstaff Brewing Corp.

Automotive Companies Look for Larger Sales

Both widening markets and efforts to increase "share" of them would bring generally moderate but definite sales gains for automotive companies.

American Motors Corp., Detroit (now operating in the black), has dropped Nash and Hudson lines to concentrate on the lower-priced "compact" Rambler and the "small" imported Metropolitan cars.

From 116,024 units in the 1957 fiscal year, ended September 30, re-

ports President George Romney, Rambler's sales objective has been raised 55% to 180,000 in fiscal 1958 —and to 200,000 for 1959 and 225,000 for 1960. Thus AMC's automotive volume in 1960 would be virtually double that of 1957.

To the present Rambler line, with wheelbases of 117 and 108 inches, the company is adding in January the Rambler American, on a 100-inch wheelbase. This would be from 16 to 33 inches shorter than competitive lower-priced cars in the "Big Three."

Americans are turning, Romney says, "from the conspicuous in the motor car to the more practical. Traffic congestion, parking problems, inflation, competition for the standard-of-living dollar, rising cost of transportation, multiple car ownership, regrouping of population on the basis of the personal mobility provided by the automobile — all combine to focus attention on cars designed with . . . *use* needs in mind."

AMC's dealer-franchise requests are now the heaviest in 12 years. Many of them come from "Big Three" dealers.

Romney estimates sales of U.S.-built cars at about 5,850,000 in calendar 1958, with foreign-import sales here adding 350,000. AMC expects "close to 3% of this total business."

L. L. Colbert, president of Chrysler Corp., and Henry Ford, II, president of Ford Motor Co., also intend to continue to expand share-of-market.

"Another Good Year"

Chrysler Corp. in 1957, had its third best year, Colbert shows. Its retail sales are estimated to total 1,130,000 — "nearly 208,000 units more than were sold in 1956."

The industry, and Chrysler, expect 1958 to be "another good year." This, however, Colbert says, will depend on "1. How quickly the nation's economy can adjust to the present downturn or leveling off in some sectors of business activity, and 2. How successful the automobile industry—with its new models and intensified selling programs—proves to be in stimulating a satisfactory volume of business."

Chrysler's president makes no specific predictions beyond 1958. He suggests, however, that the growth of population, to 200 million by 1967, the increased number of multiple-car families, and the fact that a high proportion of older cars still are on the highways, may bring a repetition soon of the record made in 1955 — when 7.2 million cars were sold.

"Present levels of consumer buying power," Ford believes, "would support at least a continuation of the six-million U. S. market, including imports. . . . By 1960, we anticipate that the automotive market will be larger," due to "growth in the adult population and buying power per adult. If there is some deferment of new car purchases in 1958, . . . the market in 1960 is likely to be above normal as an offset to a below-normal year."

Official passenger car registration figures through September 1957 gave Ford 30.3% of total car market. "We are optimistic about increasing our share . . . through new products, product improvement, improved merchandising and competitive pricing."

But because Ford always seeks to get "as much of the market as we possibly can, . . . we have not set a specific penetration goal."

E. J. Thomas, president of The Goodyear Tire & Rubber Co., Inc., Akron, replies: "I expect our company's total sales for 1958 to be approximately the same or a little higher than for the present year (1957), which is establishing an all-time high in volume and earnings."

(Sales of this No. 1 rubber company dipped from $1.372 billion in 1955 to $1.359 billion in 1956.)

Though "we really have no figure in mind for 1960," Thomas adds, "the long-term prospect is for growth in tire sales. . . . Through our diversified line of products, our organizational approach (to) new products, and improved methods, we expect to grow with markets and opportunities."

Goodyear will take "commensurate steps" in capital expansion.

A leading oil company, which asks not to be identified, has set its more-than-$1-billion sales targets up 1.5% for 1958, up 5% for 1959 and 10% for 1960—all from 1957 level. These gains, an executive says, would stem from "continuing overall growth of the economy and resulting higher consumption of petroleum products."

Electrical, Paper, Watch Firms Set Higher Targets

Avco Manufacturing Corp., New York, and Westinghouse Electric Corp., Pittsburgh, may hardly be called an adequate sample of the electrical industry. But because of serious problems both faced a year or two back, their substantially-larger long-term projections may be the more significant.

On sales of $299 million in 1955, Avco made a net profit of only $758,000. On 1956 sales of $321 million, Avco *lost* $16.3 million. Getting out of consumer appliances and concentrating primarily on specialized equipment for industry, this company moved solidly back into the black in 1957.

As for the future: F. S. Larson, treasurer, reports an estimated sales objective for 1958 of $329.6 million and for 1960, $436.4 million. These, he shows, "represent a 1.6% increase for 1958 and a 34.6% increase for 1960," both from the 1957 level.

Avco's projections are "based principally on new products" to be introduced during the next three years.

For 156 days in last quarter 1955 and first quarter 1956 Westinghouse was struck. The crisis cost the company $300 million in sales; cut net profit from $79.9 million in 1954 to $42.8 million in 1955—and down to $3,492,000 in 1956. Despite a rise from $1.441 billion to $1.525 billion, from 1955 to 1956, sales still were below the 1954 mark of $1.631 billion.

Higher Target Set

But even in the midst of the strike Westinghouse was setting its 1960 corporate target 60% higher — at $2.5 billion. Of this, one-third, or $800 million each, would be apparatus and consumer products; $500 million defense products, and $350 million "general" products.

Actually, in 1957, Gwilym A. Price, chairman and president, tells *SM*, sales billed by Westinghouse reached a record of about $2 billion.

Increased business in 1958, he expects, will "result from the overall steady growth of the electrical industry; from a modest increase in sales of consumer products, and increasing emphasis on electrical and electronic components in defense equipment, particularly missiles."

The industry this year would expand total kilowatt-hour sales nearly 8% to more than 600 billion. Sales also "will be bolstered by backlogs and orders from electric utilities for heavy generating equipment, as well as new orders for distribution equipment" to spread this additional "juice."

Electrical machinery also would play a larger role in more efficient and cost-reducing production methods in many industries.

In heavy apparatus Price predicts for Westinghouse a "moderate increase" in 1958. "Consumer acceptance of radical new designs" in Westinghouse appliances introduced in mid-1957 reversed a downward sales trend. A "small increase" in this group is seen in 1958. "Added volume is expected from a complete new line of high-fidelity equipment."

Westinghouse billings in the atomic power field in 1957 nearly doubled those of 1956, and Price foresees "continued rapid growth" in this area.

Armstrong Cork Co., Lancaster, Pa., intends to "take maximum advantage of market opportunities," C. J. Backstrand, president, emphasizes. While the 1958 forecast "implies little change from 1957 volume, . . . by 1960 we would look for our sales to have expanded 25%" above 1957 level.

"Such growth would stem from intensified selling efforts in our current markets and an accelerated program of new product and market development."

(From 1955 to 1956 Armstrong's sales dipped from $249 million to $247 million.)

This company has added two staff functions — New Product Planning and New Product Coordination — under the direction of Kenneth O. Bates, executive vice-president.

Scott Paper Company's president, Thomas B. McCabe, tells *SM* that 1958 sales objective is "7 to 8% over 1957. . . . Quotas for 1960 are tentative and we prefer not to give them."

(Between 1955 and 1956 Scott's sales rose from $247 to $270 million.)

"Five major factors," McCabe explains, "are contributing" to the expected continued growth: "Improved quality of present products; new distribution policies introduced in 1957; more effective use of advertising dollars; new products (about 20% of the gain), and more efficient management in all phases of distribution."

John H. Ballard, president of Bulova Watch Co., Inc., New York, points out that "we intend to increase our present dominant share of our market."

(Bulova's sales expanded from $76 million in 1955 to $80 million in 1956.)

"Population increases will be in a favorable age bracket for us," Ballard says, "and I share the belief of many that our economy (will) continue at a healthy rate. . . .

"In my opinion, no radical changes in our methods are indicated or required." Bulova intends to continue as "pace-setter for the jewelry industry in sales, styling and advertising." While the company may diversify into "consumer and other fields, . . . such diversification should not be undertaken as an escape from the requirements and exigencies of our established business."

$11 Billion Rise Seen in Consumer Spending

One recipient of *SM*'s wire to heads of the 100 largest national advertisers was Carrol M. Shanks, president of Prudential Insurance Co. of America, Newark. With assets of $13.2 billion (as of December 31, 1956) Prudential ranks with Metropolitan Life and American Telephone & Telegraph in the "Big Three" of the entire U. S. ecoonmy. It is also a vigorous sales developer — with an increase in 1956 alone of $6.3 billion of insurance in force — and a $7-million-a-year advertiser.

While its own sales projections are confidential, Carroll Shanks has released Prudential's predictions on the state of the 1958 economy:

There would be "further hesitation, and then brisk advance." For the full year 1958, "gross national product . . . will approach $450 billion, an increase of about $13 billion over 1957. Consumer prices will level off. Physical output will advance as much as in 1957."

While business capital expenditures would dip $3 billion from record 1957, home buying would increase $1 billion, with a year's total of 1.1 million housing starts. Consumer expenditures — "changing direction, with increased emphasis on durable goods" — would expand $11 billion."

With "more aggressive inventory buying by retailers," manufacturing inventories would decline. . . .

Many Outfits Are Modest About *Proclaiming* Hopes

Some manufacturers, such as Dow Chemical and Reynolds Metals, claim they can peer 20 years into their corporate future. And some executives, such as Frank O. Prior, president of Standard Oil Co. (Ind.), have given me a private glimpse of where they think they're going.

But among other outfits, forecasting still seems frowned on: Philip K. Wrigley of the chewing gum Wrigleys says "we do not make forecasts of the type mentioned in your wire." . . . Cedric Seaman, v-p for sales, Continental Baking Co., Inc., admits that his people "haven't the vaguest idea of what is going to happen. . . . We simply plan to make every possible effort to get all the business we can and face situations as they arrive."

"While we are quite optimistic about 1958 and 1960," replies Bowman Gray, president of R. J. Reynolds Tobacco Co., "we are not in a position to furnish you any definite figures." . . . Malcolm C. Stewart, treasurer of The Gillette Co., "cannot supply realistic answers." . . . And Walter R. Beardsley, president of Miles Laboratories, Inc., says, modestly, that "our company is only medium size and . . . we would not add much to the general picture."

Campbell Soup was "flattered" — but coy . . . and while at U. S. Steel "we naturally attempt to evaluate steel requirements for future years," replies Richard F. Sentner, executive v-p, commercial, "we do not convert this into terms of dollar volume."

Among many others, Procter & Gamble remains mum "because of the extremely competitive nature of our business."

Privately, this $100-million-a-year advertiser plans to be very much alive in 1960.

So does every other SALES FORCE in the American economy. **The End**

Marketing's Broad Meaning

At Life magazine's first Marketing Round Table recently, 35 business, government and university leaders agreed that marketing is everything but production.

Their definition of it includes transportation, traffic, warehousing, wholesale and retail selling, advertising, service, analysis of consumers and their needs . . . and research engineering, accounting, financing. Their final word: "A questionable art, not yet a science."

Frederick H. Mueller, assistant secretary for Domestic Affairs, Department of Commerce, contributed this definition:

"Marketing is the largest phase of our economy today, both by numbers of people and income generated. Around World War I, two-thirds of our working population was in manufacturing. Today over half is in sales and services. The increasing efficiency of production probably means that our growing population will see one million persons a year added to payrolls in the area of distribution and other service. Marketing may well become the determining factor in our ability to maintain full employment."

First-Half Decline in Retail Sales To Be Followed by Gradual Upturn

By DR. JAY M. GOULD
Research Director
Sales Management's Survey of Buying Power

Dollar volume of retail sales for January 1958 may show a slight gain (perhaps 1%) over the January 1957 showing. However, in terms of unit volume the comparison is not expected to be as favorable.

With Christmas shopping past, and the period of gift exchanges nearly over, retailers are adding accounts, checking cash registers and inventories to see whether 1957 ended with a whimper or a bang. Final figures will not come in for several weeks, but it looks as if sales for December 1957 may have fallen short of the level for December of 1956. If so, the retail sales total for last year might not reach the hoped-for $200-billion mark.

But, even if the total should stand at $199 billion, 1957 will stand as a truly outstanding year in retailing, registering a gain of almost 6% over 1956.

What are the 1958 prospects for retail sales? The answer to that question divides in two parts: First half and second half of the year. The first six months of 1958 are not expected to compare favorably with the same period in 1958. There will most likely be percentage declines in our monthly comparisons of sales volume, instead of the monthly percentage gains that we have grown used to. Prospects for the second half are more promising and the year of 1958, as a whole, could register an actual dollar gain.

Retailing prospects in the first half of 1958 should sustain the basic hard goods-soft goods divergence that emerged in 1957. Thus, for the first 11 months of 1957 sales in food stores, eating and drinking places, apparel stores, drug stores and gasoline service stations totaled $89.5 billion for a 7.5% gain over 1956. Sales in the other "hard goods" stores gained only 4%, even after allowing for an 8% gain in automotive sales. This type of divergence is often seen in periods of business slowdown, because the purchase of consumer durables is far more postponable than is the purchase of food, clothing and drugs. In fact, the emergence of this trend early in 1957 was probably, in retrospect, a clear warning of the downturn that seems likely for overall retail sales.

We should not however, expect declines in soft goods to follow those experienced in hard goods unless employment cuts, not now foreseen, would begin to eat into the currently high level of disposable income. With industrial output and capital investment in a period of contraction, it is difficult to expect that retailing as well could avoid turning down to some extent.

Those readers who follow our Canadian high-spot ratings will note that retail sales in Canada started to slip last summer, preceding the U. S. retailing turn-about by about six months. We expect Canadian retail sales in January 1958 to fall 5% below the January, 1957 level. Canadian economic activity used to lag behind the U. S. by six months; if the lag has now become a lead, we may be able to find in the Canadian experience some measure of the extent and duration of the present retailing slowdown.

* * *

Among the states expected to report better-than-average performance for this January as compared with last January are:

Alabama	New Mexico
Arizona	West Virginia
Florida	Wyoming

The leading cities, those with a City-National Index well above average are:

Lexington, Ky.	118.3
Florence-Sheffield-Tuscumbia, Ala	115.1
Port Arthur, Texas	114.0
Middletown, Conn.	111.5
Bethlehem, Pa.	111.2
Albuquerque, N. M.	110.8
St. Petersburg, Fla.	110.2
Asheville, N. C.	110.2
Orlando, Fla.	110.1
Abilene, Texas	109.8
Niagara Falls, N. Y.	109.4
Savannah, Ga.	108.7
New London, Conn.	108.5
Norristown, Pa.	108.3

Retail Sales Box Score

	11-Month Totals $ Millions			November $ Millions		
	1957	1956	% Change	1957	1956	% Change
Food	43,578	40,172	+ 8.5	4,282	3,877	+10.4
Eating & Drinking Places	13,570	13,116	+ 3.5	1,228	1,158	+ 6.0
General Merchandise	18,100	17,728	+ 2.1	2,048	2,030	+ .9
Apparel	10,465	9,917	+ 5.5	1,125	1,095	+ 2.7
Furniture & Appliances	9,411	9,472	— .6	921	1,003	— 8.2
Lumber, Building, Hardware	12,803	12,733	+ .5	1,138	1,103	+ 3.2
Automotive	35,574	32,999	+ 7.8	2,969	2,907	+ 2.1
Gasoline Service Stations	13,770	12,555	+ 9.7	1,248	1,184	+ 5.4
Drug & Proprietary	5,635	5,143	+ 9.6	533	470	+13.4
*** Total Sales**	**180,229**	**170,351**	**+ 5.8**	**17,203**	**16,493**	**+ 4.3**

* Includes data for kinds of businesses not shown in above nine categories.

ONLY the RECORD and JOURNAL



COVER

Meriden • Wallingford, Conn.

Spending power? Here it is, in Meriden-Wallingford, where industrial payrolls exceed $77 million yearly. No Hartford or New Haven ABC newspaper has more than 500 circulation in this rich market of nearly 100,000. But The Record and Journal give you 97% coverage.

The Meriden
RECORD and JOURNAL
Meriden • Connecticut
National Representatives:
GILMAN, NICOLL & RUTHMAN

Is Your Advertising
in Step with
MIDDLETOWN'S
Sizzling Pace?

NOW is the time to tie into Middletown's soaring curve—for the past eight months Connecticut's leading High-Spot City . . . in December again a national leader, third in the nation!

Only The Press effectively covers Metropolitan Middletown. No combination of outside newspapers comes anywhere near equaling its coverage.

You ALWAYS Get MORE in MIDDLETOWN

THE MIDDLETOWN PRESS
MIDDLETOWN, CONN.
OUR NATIONAL REPRESENTATIVE
The Julius Mathews Special Agency

Sales Management's Research Department with the aid of Market Statistics, Inc., maintains running charts on the business progress of 302 of the leading market centers of this country and Canada.

Monthly data which are used in the measuring include bank debits, sales tax collections, Department of Commerce surveys of independent store sales, Federal Reserve Bank reports on department store sales.

The retail sales estimates presented herewith cover the expected dollar figure for all retail activity as defined by the Bureau of the Census. The figures are directly comparable with similar *annual* estimates of retail sales as published in SM's *Survey of Buying Power*.

Three Index Figures Are Given, the first being "City Index, 1957 vs. 1948." This figure ties back directly to the official 1948 Census and is valuable for gauging the long-term change in market. It is expressed as a *ratio*. A figure of 400.0, for example, means that total retail sales in the city for the month will show a gain of 300% over the same 1948 month. In Canada the year of comparison is 1951, the most recent year of official sales Census results.

The second figure, "City Index, 1957 vs. 1956" is similar to the first except that last year is the base year. For short-term studies it is more realistic than the first, and the two together give a well-rounded picture of how the city has grown since the last Census year and how business is today compared with last year.

The third column "City-National Index, 1957 vs. 1956," relates the city's changes to the total probable national change for the same period. A city may have this month a sizable gain over the same month last year, but the rate of gain may be less—or more than that of the nation. All figures in this column above 100 indicate cities where the change is more favorable than that for the U.S.A. The City-National Index is derived by dividing the index figure of the city by that of the nation.

The Dollar Figure, "$ Millions," gives the total amount of retail sales for the projected month. Like all estimates of what is likely to happen in the future, both the dollar figure and the resultant index figures can, at best, be only good approximations, since they are necessarily *projections* of existing trends. Allowance is made in the dollar estimates for the expected seasonal trend, and cyclical movement.

These exclusive estimates are fully protected by copyright. They must not be reproduced in printed form, in whole or in part, without written permission from SALES MANAGEMENT, INC.

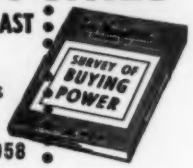
Suggested Uses for These Data include (a) special advertising and promotion drives in spot cities, (b) a guide for your branch and district managers, (c) revising sales quotas, (d) checking actual performances against potentials, (e) basis of letters for stimulating salesmen and forestalling their alibis, (f) determining where drives should be localized.

★ Cities marked with a star are Preferred-Cities-of-the-Month, with a level of sales compared with the same month in 1956 which equals or exceeds the national change.

HIGH SPOT CITIES

RETAIL SALES FORECAST

See the Survey of Buying Power for full population, sales and income data on these cities.



FOR JANUARY, 1958

RETAIL SALES FORECAST
(S.M. Forecast for January, 1958)

	City Index 1958 vs. 1948	City Index 1958 vs. 1957	City Nat'l. Index 1958 vs. 1957	$ (Million) January 1958
UNITED STATES	153.4	101.0	100.0	14,888.00
Alabama	158.5	105.1	104.1	192.58
★ Birmingham	163.1	108.3	107.2	41.29
★ Florence-Sheffield-Tuscumbia	232.9	116.3	115.1	7.66
★ Gadsden	131.1	101.6	100.6	5.03
Mobile	161.2	99.2	98.2	16.53
Montgomery	177.6	100.8	99.8	13.69
Arizona	198.9	104.2	103.2	97.11
★ Phoenix	203.3	106.9	105.8	31.37
Tucson	212.8	100.5	99.5	16.96
Arkansas	138.9	102.3	101.3	111.83
★ Fort Smith	153.5	101.1	100.1	7.09
★ Little Rock-North Little Rock	159.7	103.3	102.3	19.93
California	178.4	101.7	100.7	1,458.06
Bakersfield	169.9	95.2	94.3	14.35
Berkeley	142.3	94.4	93.5	10.90
Fresno	157.3	97.3	96.3	21.77
Long Beach	168.5	97.2	96.2	38.75
★ Los Angeles	169.1	103.9	102.9	296.87
★ Oakland	124.1	103.4	102.4	59.74
★ Pasadena	158.8	101.2	100.2	22.47
★ Riverside	215.3	102.9	101.9	10.27
★ Sacramento	216.5	106.2	105.1	38.23
San Bernardino	169.4	93.8	92.9	12.50
★ San Diego	211.0	106.4	105.3	57.71
San Francisco	130.1	97.7	96.7	100.09
★ San Jose	239.4	108.3	107.2	26.35
★ Santa Ana	243.0	101.4	100.4	12.56
★ Santa Barbara	164.2	105.4	104.4	8.90
Stockton	138.3	93.2	92.3	13.57
★ Ventura	121.5	102.6	101.6	5.14
Colorado	167.6	102.9	101.9	156.31
Colorado Springs	256.8	100.8	99.8	11.02
★ Denver	169.2	103.8	102.8	64.20
★ Pueblo	158.3	103.8	102.8	7.77
Connecticut	171.5	101.3	100.3	246.68
Bridgeport	128.3	99.9	98.9	19.80
★ Hartford	161.0	106.4	105.3	31.68
Meriden-Wallingford	164.2	98.7	97.7	7.14
★ Middletown	166.1	112.6	111.5	4.14

Inside Track to
27,500 Families
Spending
$150,340,000

Families in the Norwalk area—Norwalk, Darien, New Canaan, Westport, Wilton, Ridgefield—spend $150,340,000 of their $243,680,000 income for retail goods . . . buy in plus quantities, yet still have a substantial reserve of unspent income.

To sell this rich area thoroughly, take the inside track—use the daily that gives you a strong local news impact and local dealer tie-in.

The Norwalk Hour
NORWALK, CONN.

96% Coverage of A.B.C.
City Zone (60,425)
57% Coverage of
the Trading Area

Represented by
The Julius Mathews Special Agency, Inc.

Connecticut's BIGGEST Family Food Bill

It's rung up in New London cash registers . . . at the appetizing average of $1730 per family—highest in the State (SM '57 Survey)! That's a lot of groceries—and could be a lot of your groceries. Cover this hi-spending 66,547 ABC City Zone through THE DAY . . . and see for yourself.

The Day
NEW LONDON, CONNECTICUT
National Representatives:
GILMAN, NICOLL & RUTHMAN

HIGH SPOT CITIES
RETAIL SALES FORECAST

See the Survey of Buying Power for full population, sales and income data on these cities.



FOR JANUARY, 1958

RETAIL SALES FORECAST
(S.M. Forecast for January, 1958)

	City Index 1958 vs. 1948	City Index 1958 vs. 1957	City Nat'l. Index 1958 vs. 1957	$ (Million) January 1958
Connecticut (cont'd.)				
New Haven	151.2	100.2	99.2	23.03
★ New London	185.0	109.6	108.5	6.49
Norwich	186.7	99.4	98.4	4.84
Stamford	174.8	96.0	95.0	10.54
Waterbury	145.4	95.1	94.2	11.86
Delaware	149.2	100.3	99.3	41.81
Wilmington	145.0	100.8	99.8	20.02
District of Columbia	127.4	104.3	103.3	105.65
★ Washington	127.4	104.3	103.3	105.65
Florida	248.1	106.5	105.4	430.70
★ Fort Lauderdale	363.6	108.4	107.3	16.25
★ Jacksonville	186.0	103.0	102.0	34.35
★ Miami	232.7	106.2	105.1	67.11
★ Orlando	299.9	111.2	110.1	18.98
★ Pensacola	224.4	104.7	103.7	9.47
★ St. Petersburg	241.5	111.3	110.2	20.48
★ Tampa	253.2	107.9	106.8	30.15
Georgia	170.4	103.4	102.4	266.75
Albany	194.4	100.1	99.1	5.29
★ Atlanta	173.4	101.7	100.7	68.01
Augusta	167.9	92.7	91.8	10.34
Columbus	154.0	96.3	95.3	10.60
Macon	161.2	95.6	94.7	10.03
★ Savannah	178.5	109.8	108.7	14.46
Hawaii				
★ Honolulu	149.4	108.3	107.2	27.03
Idaho	134.0	102.3	101.3	57.85
★ Boise	168.7	102.8	101.8	8.22
Illinois	146.9	101.8	100.8	955.77
★ Bloomington	131.8	103.6	102.6	5.59
★ Champaign-Urbana	147.1	103.6	102.6	8.32
★ Chicago	137.2	102.8	101.8	441.76
Danville	155.0	91.0	90.1	6.69



(". . . Richest Major Market in the State.")

$8,436
FAMILY INCOME

That's $2,700 above the U. S. average—extra buying power that helps boost Stamford's $156,387,000 sales 61% above average volume!

The Advocate alone enables you to tap Stamford to its full potential — gives you *unmatched* 97% coverage of Stamford families.

Stamford Advocate
STAMFORD, CONN.

Represented by
The Julius Mathews Special Agency, Inc.

THIS Is Eastern Connecticut

Automotive Sales $733 Per Family

That's $43 above average . . . and emphasizes the vital role of the automobile in the lives of Eastern Connecticut families. Automotive volume last year was $35,932,000.

The plus-buying of the area's 49,000 families assures a big lift to your 1958 Connecticut automotive quota. Only one thing to remember: the area's isolated . . . beyond the effective reach of outside newspapers . . . can be sold only with the broad, penetrating impact of the Bulletin.

Norwich Bulletin
and Norwich Bulletin-Record (Sundays)
NORWICH, CONN.

Bulletin	Sunday Record
24,965 Daily	21,017

Represented by
The Julius Mathews Special Agency, Inc.

Is 10% of Maine's Sales Worthwhile?

A solid 10% of Maine's potential is concentrated in York County . . . with the third highest "Buying Power Index" in the state.

No question about York being a "must" in your Maine sales quota—just as there's no question about Biddeford-Saco being the key to the York County market . . . with the largest single block of the county's sales—41%!

The Journal alone covers—sells—Biddeford-Saco . . . reaching 90% of the families.

THE BIDDEFORD
JOURNAL
BIDDEFORD, MAINE

Represented by
The Julius Mathews Special Agency, Inc.

$1,200 Food Sales Per Family

In Maine, your best food product customers are Kennebec County families, with the state's top food-buying average.

In selling this $27,720,000 food market, be sure to schedule the county's basic buy—the Augusta Kennebec Journal. It covers the city completely, blankets more than half the county's homes.



AUGUSTA
KENNEBEC JOURNAL
AUGUSTA, MAINE

Represented by The Julius Mathews Special Agency, Inc.

HIGH SPOT CITIES

RETAIL SALES FORECAST

See the Survey of Buying Power for full population, sales and income data on these cities.



FOR JANUARY, 1958

RETAIL SALES FORECAST
(S.M. Forecast for January, 1958)

	City Index 1958 vs. 1948	City Index 1958 vs. 1957	City Nat'l. Index 1958 vs. 1957	$ (Million) January 1958
Illinois (cont'd.)				
Decatur	151.6	98.7	97.7	10.28
East St. Louis	155.8	98.0	97.0	9.91
★ Moline-Rock Island-East Moline	146.7	105.1	104.1	12.39
Peoria	132.6	99.4	98.4	16.22
Rockford	161.9	99.7	98.7	16.40
Springfield	142.2	98.3	97.3	13.11
Indiana	146.5	100.3	99.3	382.66
Evansville	145.8	100.1	99.1	15.13
Fort Wayne	152.7	99.0	98.0	19.56
★ Gary	164.3	103.2	102.2	17.22
Indianapolis	155.1	99.8	98.8	67.02
★ Lafayette	142.5	104.3	103.3	5.66
★ Muncie	158.6	102.0	101.0	7.80
★ South Bend	129.0	103.7	102.7	16.28
Terre Haute	124.8	98.9	97.9	8.81
Iowa	131.8	100.8	99.8	249.75
Cedar Rapids	141.8	97.6	96.6	10.52
Davenport	128.7	99.4	98.4	10.00
★ Des Moines	133.0	102.4	101.4	24.50
★ Dubuque	125.5	102.1	101.1	5.80
★ Sioux City	123.9	103.4	102.4	10.46
★ Waterloo	131.4	101.8	100.8	8.29
Kansas	144.1	103.4	102.4	181.10
Hutchinson	118.6	92.9	92.0	4.62
Kansas City	148.8	96.1	95.1	11.95
★ Topeka	184.2	107.3	106.2	12.63
★ Wichita	209.9	107.1	106.0	31.54
Kentucky	149.8	101.3	100.3	185.69
★ Lexington	157.7	119.5	118.3	11.56
Louisville	151.6	96.7	95.7	45.66
★ Paducah	160.4	106.8	105.7	4.99
Louisiana	174.1	102.8	101.8	217.42
★ Baton Rouge	212.5	108.4	107.3	18.49
★ Lake Charles	230.0	106.2	105.1	7.64
★ Monroe-West Monroe	182.8	104.8	103.8	8.34
New Orleans	153.5	100.8	99.8	57.97
★ Shreveport	163.4	103.9	102.9	18.58

RETAIL SALES FORECAST
(S.M. Forecast for January, 1958)

	City Index 1958 vs. 1948	City Index 1958 vs. 1957	City Nat'l. Index 1958 vs. 1957	$ (Million) January 1958
Maine	140.7	98.8	97.8	77.83
Bangor	154.1	98.0	97.0	6.04
★ Lewiston-Auburn	126.4	104.7	103.7	6.24
Portland	125.7	96.7	95.7	10.24
Maryland	175.9	102.9	101.9	245.61
★ Baltimore	140.4	104.3	103.3	106.63
Cumberland	126.7	98.6	97.6	5.09
Hagerstown	159.7	91.1	90.2	5.69
Massachusetts	148.8	98.8	97.8	462.56
Boston	139.1	100.0	99.0	110.35
Brockton	137.8	94.7	93.8	7.14
Fall River	121.2	98.3	97.3	9.21
Holyoke	145.9	100.6	99.6	6.32
★ Lawrence	141.5	104.6	103.6	9.68
Lowell	141.3	99.1	98.1	9.52
★ Lynn	147.7	102.3	101.3	10.84
New Bedford	122.7	96.3	95.3	9.60
Pittsfield	141.5	95.8	94.9	6.39
Salem	136.8	93.2	92.1	5.46
Springfield	141.4	99.6	98.6	20.44
Worcester	138.5	97.0	96.0	22.87
Michigan	160.3	99.9	98.9	700.44
★ Battle Creek	143.0	103.2	102.2	7.58
★ Bay City	158.4	101.8	100.8	7.24
Detroit	140.5	100.9	99.9	215.64
Flint	198.6	100.8	99.8	28.71
Grand Rapids	150.9	96.9	95.9	26.51
★ Jackson	146.7	101.4	100.4	8.58
Kalamazoo	173.1	98.4	97.4	12.57
Lansing	161.0	99.5	98.5	16.70
★ Muskegon	153.1	101.2	100.2	8.33
★ Pontiac	188.4	104.1	103.1	12.76
Port Huron	140.9	96.1	95.1	5.49
Royal Oak-Ferndale	245.6	98.5	97.5	14.96
Saginaw	165.1	96.3	95.3	12.78
Minnesota	134.9	100.4	99.4	288.54
★ Duluth	136.0	105.7	104.7	12.23
Minneapolis	137.7	100.7	99.7	73.11
St. Paul	127.0	99.5	98.5	37.73
Mississippi	142.9	94.4	93.5	107.06
Jackson	149.0	93.6	92.7	11.18
Meridian	155.9	97.9	96.9	4.65
Missouri	139.5	98.3	97.3	366.97
Joplin	137.1	98.2	97.2	5.33
Kansas City	118.9	98.9	97.9	65.66
St. Joseph	121.1	99.0	98.0	7.36
St. Louis	131.3	98.6	97.6	94.63
Springfield	151.5	99.8	98.8	9.66

HIGH SPOT CITIES

RETAIL SALES FORECAST

See the Survey of Buying Power for full population, sales and income data on these cities.



FOR JANUARY, 1958

RETAIL SALES FORECAST
(S.M. Forecast for January, 1958)

	City Index 1958 vs. 1948	City Index 1958 vs. 1957	City Nat'l. Index 1958 vs. 1957	$ (Million) January 1958
Montana	135.4	96.3	95.3	60.55
Billings	158.8	98.7	97.7	6.83
Butte	150.4	90.9	90.0	5.37
Great Falls	149.2	99.6	98.6	6.52
Nebraska	127.8	98.4	97.4	124.92
Lincoln	134.7	100.6	99.6	11.85
Omaha	132.0	98.1	97.1	30.00
Nevada	218.7	103.3	102.3	32.61
★ Reno	178.1	103.8	102.8	9.51
New Hampshire	147.1	100.1	99.1	50.58
★ Manchester	150.0	101.7	100.7	9.42
Nashua	154.5	98.1	97.1	4.17
New Jersey	160.1	100.9	99.9	523.30
★ Atlantic City	129.5	101.7	100.7	11.29
Camden	136.2	96.2	95.2	14.06
★ Elizabeth	141.3	100.3	99.3	12.59
Jersey City-Hoboken	121.9	98.0	97.0	25.03
Newark	118.3	97.2	96.2	50.57
★ Passaic-Clifton	168.5	106.8	105.7	16.6?
★ Paterson	147.3	106.8	105.7	19.[illegible]
★ Trenton	195.4	108.9	107.8	23.[illegible]
New Mexico	222.3	111.4	110.3	78.70
★ Albuquerque	264.1	111.9	110.8	22.18
New York	145.7	103.0	102.0	1,563.39
★ Albany	141.0	102.2	101.2	18.95
Binghamton	129.0	96.7	95.7	10.71
Buffalo	137.1	97.1	96.1	66.71
Elmira	119.2	95.7	94.8	6.40
★ Hempstead Township	265.7	101.9	100.9	78.69
Jamestown	124.3	100.0	99.0	5.38
★ New York	132.3	104.5	103.5	783.88
★ Niagara Falls	165.9	110.5	109.4	11.94
Poughkeepsie	159.8	99.9	98.9	7.80
★ Rochester	156.7	106.8	105.7	48.28
Rome	172.2	99.4	98.4	4.60
Schenectady	139.5	96.9	95.9	13.25
Syracuse	141.1	99.2	98.2	29.56

$54,365,000 IN GASOLINE SERVICE

Portland, Maine market

Big STATE-SIZE gasoline market



76%

OF MAINE'S GASOLINE SALES

76% of Maine's total gasoline purchases are made in Portland's big 9-county area.

Good highways and the nation's finest year 'round scenery makes this area motoring conscious.

more sales than in these States:

RHODE ISLAND
VERMONT
DELAWARE
NEW HAMPSHIRE
N. DAKOTA
NEVADA
WYOMING
S. DAKOTA

In fact, families in the 9-county Portland area spend a whopping annual average of $337. in gasoline service stations . . . more than families in 43 other states!

Portland, Maine Newspapers

PORTLAND PRESS HERALD EVENING EXPRESS
SUNDAY TELEGRAM

represented by
Julius Mathews special agency

In This $43,768,000 Market It's the TIMES

The Little Falls Times is the only daily with thorough coverage of the Little Falls markets . . .

30,000 People
$43,768,000 Income
$31,780,000 Sales
$8,760,000 Food Sales
$5,180,000 Auto. Sales

In this market—representing a good portion of your upstate New York quota—no other newspaper can bring your product, your dealers, your customers together regularly—like the Times.

Little Falls Times
LITTLE FALLS, N. Y.
Represented by
The Julius Mathews Special Agency, Inc.

Fastest-Growing Metro Area in Ohio $226,709,000 Sales

This metropolitan area — with record gains in population, income and retail sales—continues to rank among the 50 fastest-growing areas in the nation—ahead of all Ohio areas.*

Population is now 194,000, income $373,929,000, sales $226,709,000. There's a big, ever-increasing volume of sales in the "growing Ruhr of America". To be sure of getting your share you must use the Chronicle-Telegram —the county's No. 1 newspaper in news coverage and ad linage.

Chronicle-Telegram
"The Family Newspaper"
ELYRIA, OHIO
Circulation 22,094 ABC 9/30/56
DOUBLE the Number of City Families
Represented by
The Julius Mathews Special Agency, Inc.
*SM "Marketing on The Move," 11/10/57

HIGH SPOT CITIES

RETAIL SALES FORECAST

See the Survey of Buying Power for full population, sales and income data on these cities.



FOR JANUARY, 1958

RETAIL SALES FORECAST
(S.M. Forecast for January, 1958)

	City Index 1958 vs. 1948	City Index 1958 vs. 1957	City Nat'l. Index 1958 vs. 1957	$ (Million) January 1958
New York (cont'd.)				
★ Troy	122.0	104.6	103.6	8.51
Utica	130.3	100.8	99.8	11.57
North Carolina	181.7	98.5	97.5	302.93
★ Asheville	161.8	111.3	110.2	9.58
Charlotte	161.2	97.1	96.8	20.31
Durham	126.8	93.0	92.1	8.08
★ Greensboro	171.1	104.0	103.0	15.88
★ Highpoint	200.5	101.2	100.2	5.67
Raleigh	169.7	94.5	93.6	10.40
Salisbury	157.0	94.9	94.0	3.53
Wilmington	170.1	98.2	97.2	5.87
Winston-Salem	175.0	93.2	92.3	11.34
North Dakota	122.1	102.6	101.6	55.33
★ Fargo	142.5	103.1	102.1	7.14
Ohio	163.8	99.0	98.0	884.84
★ Akron	158.6	103.9	102.9	37.18
Canton	134.8	98.8	97.8	15.04
Cincinnati	138.9	96.8	95.8	63.27
★ Cleveland	139.8	101.5	100.5	119.65
★ Columbus	162.0	104.7	103.7	55.03
Dayton	155.4	96.1	95.1	39.16
Elyria	152.7	95.6	94.7	4.72
Hamilton	168.3	95.4	94.5	8.50
Lima	130.7	96.7	95.7	6.76
★ Lorain	160.4	102.0	101.0	6.73
Mansfield	155.9	92.1	91.2	7.52
Middletown	141.3	96.4	95.4	4.63
Portsmouth	139.9	93.0	92.1	5.16
Springfield	143.5	93.4	92.5	9.96
Steubenville	163.8	95.5	94.6	6.55
Toledo	127.9	95.6	94.7	36.39
Warren	164.9	96.5	95.5	8.16
Youngstown	146.5	100.9	99.9	23.00
Zanesville	147.2	96.7	95.7	5.58
Oklahoma	146.7	99.4	98.4	178.28
★ Bartlesville	193.3	101.0	100.0	3.25
Muskogee	151.7	100.9	99.9	4.14
Oklahoma City	170.2	97.3	96.3	36.35
★ Tulsa	178.8	102.7	101.7	30.13
Oregon	129.0	94.0	93.1	152.64
Eugene	125.0	92.6	91.7	7.38
Portland	138.9	93.3	92.4	59.17
★ Salem	140.2	104.9	103.9	7.81
Pennsylvania	139.1	99.5	98.5	920.58
★ Allentown	146.0	101.7	100.7	15.38
★ Altoona	123.4	101.1	100.1	7.07
★ Bethlehem	145.2	112.3	111.2	6.68

Sell The Mirror Readers in . . .

ALTOONA
"TEST TOWN"
Pennsylvania

. . . and you've sold this entire thriving market with a yearly retail sales volume exceeding $134,000,000.

Advertising in the Altoona Mirror is read daily in 98% of all Altoona homes, and 95.4% of the homes in the Altoona (ABC) City Zone.

Altoona Mirror
Altoona, Pennsylvania's
Only Evening Newspaper
RICHARD E. BEELER
Advertising Manager

If you aren't covered by the



BETHLEHEM GLOBE TIMES you're not covering Penn's 3rd largest market!

The Bethlehem Globe-Times
Rolland L. Adams, Publisher
Gallagher-De Lisser, Inc., national representatives

RETAIL SALES FORECAST
(S.M. Forecast for January, 1958)

	City Index 1958 vs. 1948	City Index 1958 vs. 1957	City Nat'l. Index 1958 vs. 1957	$ (Million) January 1958
Pennsylvania (cont'd.)				
★ Chester	155.2	102.7	101.7	9.08
Erie	131.4	96.9	95.9	15.47
★ Harrisburg	155.2	102.8	101.8	16.05
Hazleton	122.3	100.0	99.0	3.77
★ Johnstown	140.8	105.2	104.2	9.35
Lancaster	153.8	96.0	95.0	10.30
★ Norristown	199.7	109.4	108.3	6.53
Oil City	104.2	96.4	95.4	2.01
Philadelphia	134.1	99.2	98.2	206.63
Pittsburgh	132.2	100.0	99.0	85.01
Reading	120.4	94.4	93.5	12.36
Sharon	123.1	98.7	97.7	4.01
Scranton	119.9	98.7	97.7	12.06
★ Wilkes-Barre	112.2	103.9	102.9	8.84
Williamsport	124.4	96.7	95.7	5.47
York	165.2	100.4	99.4	9.86
Rhode Island	138.0	100.6	99.6	71.49
Newport	126.3	94.1	93.2	2.82
★ Providence	118.1	102.0	101.0	28.08
Woonsocket	111.6	99.6	98.6	4.31
South Carolina	159.8	102.3	101.3	136.16
★ Charleston	168.3	106.8	105.7	11.05
★ Columbia	164.1	101.8	100.8	13.48
★ Greenville	171.2	103.8	102.8	11.81
Spartanburg	116.3	95.2	94.3	5.90
South Dakota	109.4	98.5	97.5	50.61
★ Aberdeen	98.5	101.3	100.3	2.86
Rapid City	181.6	95.7	94.8	5.45
Sioux Falls	115.0	100.5	99.5	6.60
Tennessee	147.6	98.7	97.7	228.62
Chattanooga	156.5	99.2	98.2	19.45
Knoxville	131.5	99.6	98.6	17.14
Memphis	143.4	96.4	95.4	49.41
★ Nashville	168.7	103.3	102.3	29.83
Texas	160.3	100.8	99.8	775.19
★ Abilene	170.0	110.9	109.8	7.75
★ Amarillo	169.0	104.5	103.5	13.83
★ Austin	167.3	102.7	101.7	16.73
★ Beaumont	161.5	106.1	105.0	13.75
★ Corpus Christi	193.3	104.1	103.1	17.76
★ Dallas	176.7	101.3	100.3	81.94
★ El Paso	213.8	107.3	106.2	22.58
Fort Worth	164.0	97.1	96.1	44.68
Galveston	125.8	98.9	97.9	7.71
Houston	189.0	97.8	96.8	97.13
★ Laredo	141.2	105.8	104.8	4.02
Lubbock	171.0	99.0	98.0	13.29
★ Port Arthur	177.2	115.1	114.0	8.18
★ San Angelo	151.8	103.1	102.1	6.51
★ San Antonio	159.6	102.3	101.3	44.92
Texarkana	121.4	97.4	96.4	4.60
★ Tyler	161.3	105.2	104.2	6.63
★ Waco	144.0	101.4	100.4	10.48
Wichita Falls	151.0	98.1	97.1	8.26
Utah	159.4	103.0	102.0	68.55
★ Ogden	158.2	103.0	102.0	8.15
★ Salt Lake City	190.0	103.6	102.6	30.88
Vermont	136.9	103.1	102.1	33.91
★ Burlington	156.1	102.0	101.0	5.46
★ Rutland	130.5	106.7	105.6	2.82
Virginia	162.6	100.9	99.9	267.27
Danville	126.3	98.4	97.4	4.90
Lynchburg	123.6	96.5	95.5	5.54
Newport News	134.8	100.5	99.5	7.25
Norfolk	160.3	100.4	99.4	27.53
Portsmouth	160.1	99.2	98.2	7.90
★ Richmond	134.6	102.7	101.7	31.65
★ Roanoke	148.1	105.5	104.5	12.42
Washington	147.3	100.7	99.7	242.28
Bellingham	88.6	100.3	99.3	2.90
Everett	125.7	93.4	92.5	5.27
★ Seattle	160.0	104.1	103.1	72.81
Spokane	153.3	99.6	98.6	22.49
Tacoma	142.7	94.1	93.2	18.08
Yakima	121.5	99.9	98.9	7.25
West Virginia	137.5	103.7	102.7	131.13
★ Charleston	144.2	106.6	105.5	14.88
★ Huntington	162.9	106.1	105.0	11.70
Wheeling	130.3	97.0	96.0	8.25
Wisconsin	140.5	99.7	98.7	334.78
★ Appleton-Neenah-Menasha	178.6	102.6	101.6	9.33
Beloit-Janesville	143.7	98.0	97.0	7.86
Green Bay	163.1	98.7	97.7	8.96
Kenosha	132.6	96.7	95.7	5.97
La Crosse	149.0	97.1	96.1	6.68
★ Madison	160.4	102.2	101.2	14.22
Milwaukee	152.8	100.5	99.5	88.95
Oshkosh	123.9	97.3	96.3	5.21
★ Racine	129.3	101.0	100.0	8.42
Sheboygan	135.9	97.9	96.9	5.23
★ Superior	129.2	101.7	100.7	3.37
Wyoming	142.1	106.7	105.6	32.61
★ Casper	191.0	108.0	106.9	5.54
★ Cheyenne	157.1	106.3	105.2	4.93

RETAIL SALES FORECAST
(S.M. Forecast for January, 1958)

	City Index 1958 vs. 1951	City Index 1958 vs. 1957	City Nat'l. Index 1958 vs. 1957	$ (Million) January 1958
CANADA	122.1	95.0	100.0	859.20
Alberta				
★ Calgary	167.8	100.4	105.7	20.34
Edmonton	121.4	89.1	93.8	17.29
British Columbia				
★ Vancouver	154.3	95.3	100.3	48.06
★ Victoria	146.9	103.9	109.4	9.05
Manitoba				
Winnipeg	105.1	90.5	95.3	21.88
New Brunswick				
★ Saint John	125.1	96.8	101.9	4.68
Nova Scotia				
Halifax	121.9	90.3	95.1	8.19
Ontario				
Hamilton	122.7	93.7	98.6	18.88
★ London	121.6	96.4	101.5	10.30
Ottawa	112.3	91.7	96.5	15.72
★ Toronto	143.6	96.9	102.0	96.87
Windsor	102.0	87.1	91.7	8.96
Quebec				
Montreal	138.4	94.1	99.1	94.62
Quebec	116.3	90.8	95.6	12.72
Saskatchewan				
Regina	127.9	90.1	94.8	8.94

NEWPORT

RHODE ISLAND'S RICHEST MARKET

Over 71% of the Newport County market is concentrated in the Newport City Zone, covered by the Daily News alone —100%! The city zone embraces 50,613 people, $98,524,000 income, $44,489,000 retail sales. In the entire county, the Daily News reaches 63% of the families. The Newport County market is beyond the selling reach of outside newspapers.

The Newport Daily News

Newport County's Only Daily

Largest Circulation in Southern Rhode Island

Represented by The Julius Mathews Special Agency, Inc.

Plus +

Full Coverage At Low Cost

DON'T WASTE MONEY trying to cover Woonsocket from the fringes! THE CALL alone gives you 98% of Woonsocket's ABC City Zone plus wide coverage of surrounding industrial areas. It's a big-buying 100,000-plus market . . . yours to sell easily, economically through its one-and-only local daily, the—

WOONSOCKET CALL

Representatives: Gilman, Nicoll & Ruthman
Affiliated: WWON, WWON-FM

COVERS RHODE ISLAND'S PLUS + MARKET

DUPLICATE SLIDES

FAST SERVICE • QUALITY WORK

YOU CAN ORDER FROM ONE TO A MILLION!!

FAST SERVICE • QUALITY WORK

ALVES

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A provocative article by Marketing Counsellor Hector Lazo which takes a logical, factual view of present economic safety valves and debates of whether they are adequate to prevent violent cyclical changes.

Sales Management

SALES GAINS AND LOSSES

Stepped-up missile and satellite programs are reflected in increases in both percentage and volume by all but one of seven makers of aircrafts equipment and accessories. United Aircraft's fiscal sales during 1957 were $6.4 million, heading the 1956 figure of $4.7 million. Aeroquip's sales over the same fiscal period totaled $42.7 million for 1957 and $33.3 million for 1956. Three months entries for Rohr Aircraft for 1957 were $29.5 million, $23.6 million for 1956. Six months reports for Solar Aircraft stood $43.3 million in 1957 as against $34.1 million for that period in 1956. Grumman Aircraft rose slightly in 1957: $147.5 million, $140.4 million for the same nine months the year before.

The exception, Northrop Aircraft, though third highest in volume, indicates a decline to $63.9 million in 1957, from $73.3 million for the corresponding three months period the preceding year.

Leading the group in volume at year's end is North American Aviation with a fiscal total of $1,243.7 million, up 36% over its 1956 earnings of $913.9 million. In total fiscal sales, North American is second only to this 104-company compilation to Swift & Co., who tops year-end sales figures with 1957 and 1956 sales of $2,542.2 million and $2,429.3 million, respectively.

Key—f is for fiscal year. Figures shown in millions of dollars.

Company	Period	1957	1956
ACF Industries	6 mo.	167.3	129.5
Addressograph-Multigraph	f.	106.5	93.6
Admiral Corp.	9 mo.	126.1	134.2
Aeroquip Corp.	f.	42.7	33.3
Aldens, Inc.	40 wks.	71.1	72.0
Allis (Louis) Co.	9 mo.	28.0	28.3
Alsco, Inc.	3 mo.	4.6	4.5
American Electronics	9 mo.	13.0	15.9
American Machine & Metals	3 mo.	126.1	134.2
Arrowhead & Puritas Waters	9 mo.	4.3	3.8
Babbitt (B.T.) Inc.	9 mo.	16.2	13.5
Baxter Laboratories	9 mo.	17.9	9.6
Black & Decker Mfg.	f.	52.3	49.8
Brockway Glass Co.	f.	31.7	28.0
Bunte Bros. Chase Candy	f.	11.2	11.7
Burlington Industries, Inc.	f.	671.1	636.3
Calaveras Cement	9 mo.	9.2	8.8
Canada Dry Ginger Ale, Inc.	f.	86.0	77.5
Capital City Prods	f.	18.7	16.3
Cenco Instruments Corp.	6 mo.	7.6	7.0
Chain Belt Co.	f.	59.5	56.7
Champion Paper & Fiber Co.	3 mo.	41.6	42.1
Cleveland Builders Supply	9 mo.	15.6	14.5
Columbia Broadcasting System, Inc.	9 mo.	275.2	256.3
Columbian Carbon Co.	9 mo.	52.6	47.9
Doughboy Industries	f.	15.8	14.5
Douglas Oil Co. of Calif.	6 mo.	14.8	14.4
Dover Corp.	9 mo.	20.0	21.9
Dresser Industries, Inc.	f.	274.0	230.3
Duplan Corp.	f.	19.2	21.4
Elder Mfg. Co.	6 mo.	7.1	6.6
Eric Forge & Steel	6 mo.	11.9	13.4
Erwin Mills, Inc.	f.	59.7	61.8
Evans Products Co.	9 mo.	33.9	30.2
Factor, Max & Co.	9 mo.	33.4	23.2
Fairchild Camera & Instrument	9 mo.	28.3	29.5
Fedders-Quigan Corp.	f.	70.6	65.0
Felters Co.	9 mo.	5.3	5.5
Four Wheel Drive Auto	f.	21.1	18.2
General Gas Corp.	9 mo.	20.9	21.7
General Precision Equipment Corp.	9 mo.	138.6	109.7
General Shoe Corp.	f.	223.2	195.1
General Time Corp.	40 wks.	35.8	37.6
Gregory Industries, Inc.	6 mo.	3.1	2.8
Grumman Aircraft Engineering Corp.	9 mo.	147.5	140.4
Harshaw Chemical Co.	f.	65.9	64.3
Hormel, George A. & Co.	f.	335.0	319.2
Hoving Corp.	9 mo.	23.3	23.4
Hudson Pulp & Paper Corp.	f.	58.7	55.5
Interstate Engineering Corp.	6 mo.	5.0	3.9
Jessop Steel Co.	9. mo.	19.5	17.7
Kimberly-Clark Corp.	6 mo.	163.5	155.1
Kropp Forge Co.	3 mo.	4.0	4.7
Laclede Steel Co.	9 mo.	48.8	50.3
M. Lowenstein & Sons, Inc.	9 mo.	343.0	330.3
Mansfield Tire & Rubber	9 mo.	46.6	48.0
Maxson (W.L.) Corp.	f.	21.0	16.6
Menasco Mfg. Co.	3 mo.	6.3	5.4
Mergenthaler Linotype Co.	f.	38.8	32.8
Micromatic Hone Corp.	3 mo.	2.2	2.9
Microwave Assoc.	f.	2.6	2.3
Millers Falls Co.	f.	13.1	13.9
Minute Maid Corp.	f.	102.8	114.8
Morningstar, Nicol, Inc.	9 mo.	14.7	14.1
Nat'l Chemical & Mfg.	f.	7.0	6.9
Nat'l Tile & Mfg.	9 mo.	2.6	3.5
Neptune Motor Co.	9 mo.	25.2	26.4
North American Aviation, Inc.	f.	1,243.7	913.9
North American Refractories	9 mo.	10.7	9.2
Northrop Aircraft	3 mo.	63.9	73.3
Omar, Inc.	f.	8.7	9.1
Opelika Mfg. Corp.	f.	19.3	19.4
Pepsi-Cola General Bottlers	9 mo.	13.6	10.8
Permanente Cement Co.	9 mo.	16.4	12.4
Pet Milk Co.	9 mo.	45.8	43.2
Pleasant Valley Wine	f.	2.5	2.3
Plymouth Cordage Co.	f.	31.0	26.7
Producers Cotton Oil	f.	27.5	25.7
Puget Sound Pulp & Timber	9 mo.	19.3	18.2
Ranco, Inc.	f.	29.3	28.0
Reliance Mfg. Co.	9 mo.	38.3	24.5
Rohr Aircraft Corp.	3 mo.	29.5	23.6
St. Louis Steel Casting	f.	2.7	1.7
Schenley Industries, Inc.	f.	469.9	404.1
Servomechanisms, Inc.	9 mo.	15.4	12.2
Solar Aircraft Co.	6 mo.	43.3	34.1
Spencer Kellogg & Sons	f.	134.7	124.8
Sperry Rand Corp.	6 mo.	422.9	390.0
Standard Coil Prods.	3 mo.	14.6	15.3
Starrett (L.S.) Co.	3 mo.	3.3	3.5
Stuart Co.	6 mo.	3.5	3.5
Swift & Co.	f.	2,542.2	2,429.3
Thor Power Tool	9 mo.	22.7	21.4
Tranter Mfg.	f.	3.3	3.7
Truax-Traer Coal	6 mo.	24.3	22.4
United Aircraft Prods.	9 mo.	6.4	4.7
United Industrial Corp.	f.	15.9	17.9
U. S. Plywood Corp.	3 mo.	54.8	52.3
Waste King Corp.	6 mo.	8.7	6.9
Weco Prods. Co.	f.	8.9	7.1
Welbilt Corp.	9 mo.	15.9	17.8
White Sewing Machine	9 mo.	36.1	24.2
Woodward & Lothrop	53 wks.	61.6	55.8
Zonolite Co.	6 mo.	3.9	3.7

ADVERTISERS' INDEX

This index is provided as an additional service. The publisher does not assume any liability for errors or omissions.

Advertising Checking Bureau, Inc 50-51
Agency: Harris & Wilson, Inc.

Aero Mayflower Transit Company, Inc. .. 47
Agency: Caldwell, Larkin & Sidener-Van Riper, Inc.

Aircraft & Missiles Manufacturing 44-45
Agency: Howard A. Harkavy, Inc.

Akron Beacon Journal 73
Agency: McDaniel Fisher & Spelman Company

Altoona Mirror 88

Alves Photo Service, Inc. 90
Agency: The Bresnick Company, Inc.

American Credit Indemnity Co. 27
Agency: Van Sant Dugdale & Company, Inc.

American Telephone & Telegraph Company (Long Lines) 24
Agency: N. W. Ayer & Son, Inc.

Arizona Development Board 75
Agency: Jennings & Thompson Adv. Inc.

Bill Brothers Publicating Company 43

Bethlehem Globe-Times 88

Biddeford Journal 86

Building Construction Illustrated 21
Agency: Arthur R. MacDonald, Inc.

Business Week 18-19
Agency: Royal & DeGuzman

Cleveland Plain Dealer 48
Agency: Joseph Guillozet Company

Chicago Tribune .....4th Cover
Agency: Foote, Cone & Belding

Chilton Company 13-14-15
Agency: Gray & Rogers

Dell Publishing Company 5
Agency: Robert T. Orr Associates

Display Sales 2
Agency: Boer, Kemble & Spicer, Inc.

Elbe File & Binder Co., Inc. 90
Agency: Kenneth L. Nathanson Assoc. Adv.

Elks Magazine 9
Agency: The McCarty Company

Elyria Chronicle-Telegram 88

Fast Food 72

General Outdoor Advertising Company .....2nd Cover
Agency: McCann-Erickson, Inc.

Greensboro News-Record 67
Agency: Henry J. Kaufman Agency

Grit Publishing Company 26
Agency: Gray & Rogers.

Hearst Corporation 10-11
Agency: Lynn Baker, Inc.

Hile Damroth, Inc. 71

The Schuyler Hopper Company 53

Sales Management

ADVERTISING SALES

VICE-PRESIDENT, SALES
Randy Brown, Jr.

SALES PROMOTION MANAGER
Philip L. Patterson

Asst. to Vice-President, Sales
Cecelia Santoro

ADV. SERVICE MANAGER
Madeleine Singleton

PRODUCTION MANAGER
Virginia New

DIVISION SALES MANAGERS

New York—W. E. Dunsby, Wm. McClenaghan, Charles J. Stillman, Jr., John C. Jones, Elliot Hague, Howard Terry, Robert B. Hicks, Dan Callanan, 386 Fourth Ave., New York 16, N. Y. LExington 2-1760.

Chicago—C. E. Lovejoy, Jr., Western Advertising Director; W. J. Carmichael, Western Sales Manager; Thomas S. Turner, John W. Pearce, 333 N. Michigan Ave., Chicago 1, Ill., STate 2-1266; Office Mgr., Vera Lindberg.

Pacific Coast—Warwick S. Carpenter, 15 East de la Guerra, Santa Barbara, Calif., WOodland 2-3612.

Industrial Development Board 74
Agency: George Duncan Advertising

Industrial Equipment News 7
Agency: Tracy, Kent & Company, Inc.

KOA Radio 12
Agency: Ball & Davidson, Inc.

Augusta Kennebec Journal 86

Little Falls Times 88

Marsteller, Rickard, Gebhardt & Reed, Inc. 8

McCall's Magazine 1
Agency: Donahue & Coe, Inc.

McGraw-Hill Publishing Company, Inc. ..64-65
Agency: Fuller & Smith & Ross, Inc.

Metal Progress 30-31
Agency: Durkin & Rader, Inc.

Meriden Record-Journal 84
Agency: Gordon Schonfarber & Associates, Inc.

Middletown Press 84

Midwest Purchasing Agent 4
Agency: Baisch Advertising Agency:

Moline Dispatch, Rock Island Argus 78
Agency: Clem T. Hanson Company

Nation's Business 28-29
Agency: Gray & Rogers Adv.

National Business Publications, Inc. 59
Agency: The Schuyler Hopper Company

National Creative Sales, Inc. 90
Agency: H. W. Hauptman Company, Inc.

National Van Lines 6
Agency: Wade Advertising Agency, Inc.

New London Day 85
Agency: Gordon Schonfarber & Assoc.

Newport News 89

Norristown Times-Herald 4
Agency: St. Georges & Keyes, Inc.

Norwalk Hour 85

Norwich Bulletin 85

Oklahoman & Times 16
Agency: Lowe Runkle Company

Orchids of Hawaii 71
Agency: Jerry Goldstein Advertising

Pittsburgh Post-Gazette 32
Agency: Dubin, Feldman & Kahn, Inc.

Portland Press Herald Express 87

Railway Express Agency 57
Agency: Benton & Bowles, Inc.

Sales Management 63

Sales Tools, Inc. 70
Agency: George F. Koehnke Inc.

Saturday Evening Post 22-23
Agency: Batten, Barton, Durstine & Osborn, Inc.

Stamford Advocate 85

Successful Farming 6
Agency: L. E. McGivena & Company, Inc.

Textile, Inc. 25
Agency: Rogers & Smith Advertising

Thomas Publishing Company 3
Agency: N. W. Hudson Advertising

Wheaton Van Lines, Inc. 73
Agency: Franklin Advertising, Inc.

Woonsocket Call 89
Agency: Gordon Schonfarber & Associates, Inc.

WSFA-TV, (Montgomery) 54-55
Agency: Grant Advertising, Inc.

WSJS-TV 79
Agency: Long-Haymes Advertising Agency

Young & Rubicam, Inc. .....3rd Cover

HUGHES PRINTING CO.
EAST STROUDSBURG, PA.

TODAY'S ADVERTISING

Policies • Trends • People

by Lawrence M. (Mike) Hughes

Forecast

1958 may be fair if it doesn't rain—missiles.

Competitive

Except in books, movies and a few other areas, it isn't cricket for an agency to take competitive accounts. But with all the client diversification and forward planning, how does an agency know what to do about this?

An industrial advertiser ($600 million sales) recently tossed out all five survivors for its account, because they're now serving lines which would compete with products it will market *two years hence.*

Propinquity

The case of Harold R. Smith Agency, moving bodily from Sheboygan, Wis., to Ormond Beach, Fla., re-poses the problem of how near should your agency be. Smith still handles Sheboygan and Oshkosh accounts, while picking up others down in the sunshine.

And of course Guild, Bascom & Bonfigli, San Francisco, would rather work on Ralston cereals, St. Louis, in its beloved fog.

Still a $12-million-budget beerister long protested the calibre of Chicago branch people whom several eastern-based agencies, successively, sent to serve him. The current incumbents damn well better appreciate Milwaukee.

This brings me to all the proper Philadelphians who refuse to be interurbanized with NY. Switch of Lees Carpets from D'Arcy to Ayer may be an example. And a Philco fellow shows that, what with Philco, du Pont, Armstrong Cork, *SEP, Holiday,* etc., BBDO should at least *branch* under Father Penn.

Talent

Has success spoiled George Gobel?

As a former roustabout for the Hughes Sisters on the Pantages Circuit, I'm still amazed at the way performers can leap (weekly or oftener) into TV's gaping maw, and still Jonah forth.

An old vodvillian would play Dubuque every year or two, with the same act. The customers expected it. When, say, Joe Laurie, Jr., added one joke he polished it for weeks. (This was before copy-testing.)

In this TV Era a cozy little guy named Gobel did all right (against Gunsmoke) in a cozy half-hour Saturday night NBC spot. But now he appears, Tuesday nights, in a semispectacular full hour. But the fact that *I* think he's lost in the extravaganza may not mean a thing. A. C. Nielsen rates him (against Cheyenne and Wyatt Earp, Eve Arden *and* Phil Silvers) a cut or two higher than last spring.

Chevrolet

Next to Steinway & Ayer and Swift & Thompson the symbol of Togetherness in this fickle world should be Chevrolet & Campbell-Ewald. Thirty-eight years is a long tie.

But for what it's worth I submit that, of some 33 Chevy dealer groups, Ketchum, MacLeod & Grove now handles five—in Baltimore, Harrisburg, Pittsburgh, Richmond, and currently Washington.

KM&G nudged in on the theory that, since it's *his* money (on the so-much-per-car allowance) an individual dealer may spend it as he chooses. One dealer bought uniforms for the high school band.

I forgot to ascertain whether the backs of the bandsters say: BROWN'S CHEVROLET.

Togetherness

An asterisk in a Key wines ad (male & female hands lift glasses "to Togetherness") leads to "inspired by *McCall's* of course."

While many advertisers have adopted it—without credit—George Allen describes how hard *McCall's* works to keep this blissful state copyrighted and controlled. Since first introducing it in a newspaper page in May 1954, *McCall's* has refused permission to 150 advertisers to use it.

Though frowning on "promiscuous reproduction," the mag is more lax with retailers. One "top prestige" store in each market, George says, may have Togetherness exclusively, *provided* it is used "institutionally and in big space."

Thus far these stores have put $4 million into it.

Subliminal

Note to Federal Trade Commission: Sure cure for commercial attacks through our subconscious would be to have each of them sublimnially labeled (*Advt.*)

Family

Jackson Associates, Holyoke, Mass., has one account and three people. Client is Adell Chemical Co., above address, owned by Jacob L. Barowsky. Agency's president & treasurer is Mr. B's son-in-law, Aaron Kingsberg.

Adell's $4 million plus in spot TV is bought and paid for by Jackson, which sends vouchers down the hall in Adell's new plant.

Barowsky: "It isn't *my* agency. It's owned by my children."

Kingsberg: "I don't think Madison Ave. will take the account from us."

YOUNG & RUBICAM, INC.

Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · MONTREAL · TORONTO
LONDON · MEXICO CITY · FRANKFURT · SAN JUAN · CARACAS



This is Caesar's wife.

She is above suspicion.

Let us not forget that advertising, in addition to its responsibility for selling goods, also has a public responsibility.

Both responsibilities are met best only when advertising, as Caesar's wife, is of unquestioned integrity.



To Susie with love, on Christmas Day

There are 43 Clauses, 2 Kringles, and no Scrooges in Chicago and suburbs.

Thousands of Santa's oldest friends and ablest helpers live here, too. (See the Tribune's 48-year-long list of Good Fellows.)

It all started back in December, 1909, when the Tribune received a letter reporting the plight of Chicago's needy children. The Tribune published the letter and the Good Fellow movement was born. It has become an annual Tribune event. Other cities picked it up—and now it is national.

Tribune activities—and Tribune advertising—are effective because the Tribune gets close to the heart of Chicago.

It reaches as many people in Chicago and suburbs as the seven top weekly national magazines combined! More than 6 times as many Chicagoans read the Tribune as turn on the average evening TV show.

That's why one of Chicago's department stores was able to sell more than $45,000 worth of slip covers as a result of a single Tribune page. Why another page brought over 5,000 customers to Kroch's & Brentano's new book store on opening day. Why Brooks Brothers, using the Tribune exclusively, has more than doubled its business in seven years.

Advertisers bought the equivalent of more than 20,000 pages in the Tribune in 1957. Why not make the Tribune part of your plans for 1958?

THE TRIBUNE CAN DO ALMOST ANYTHING IN CHICAGO